

The ROTARIAN

AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

PUBLISHED MONTHLY BY ROTARY INTERNATIONAL

VOLUME XLIX

OCTOBER, 1936

NUMBER 4

Contents for October, 1936

A NEW ZEALAND VIEW OF ROTARY	Arthur Douglass	5
A plea for tolerance based on understanding . . . World prosperity is indivisible.		
THE LONG PULL	Channing Pollock	6
Maybe the next war can't be stopped, but what of the one coming 500 years hence?		
BRITAIN'S SHIFTING SOCIAL SCENE	Stephen King-Hall	9
An economist and radio commentator reads and interprets the political barometer.		
DIVIDING THE BENEFITS OF SCIENCE		
A two-sided discussion of a fundamental question faced by all industrial nations.		
1. GIVE THEM TO ALL BY		
MAINTAINING LOW PRICES	Harold G. Moulton	12
2. ALL PROFIT WHEN PRICES		
ARE STABLE AND WAGES RISE	G. F. Warren	14
IT ISN'T SISSY TO LIKE MUSIC	Sigmund Spaeth	16
Businessmen know it eases daily tensions . . . Pugilists get a "wallop" out of it.		
FROM CITY SLUM TO COUNTRY	John B. Tompkins	20
Waifs are finding happy homes on farms because a young man dreamed a dream.		
THE FEMALE AND THE SPECIE	Henry Morton Robinson	22
A timely study of the wealth that is controlled by women in the United States.		
A NORTH AMERICAN LOOKS SOUTH	Paul P. Harris	25
The Founder of Rotary reflects on his experiences with Rotarians below the equator.		
HERR DIESEL STARTED IT	C. L. Cummins	27
Diesel engines are used in airships, boats, and trucks. Are automobiles to be next?		
SOLVING PROBLEMS FOR VLADISLAV	Ferdinand Hyza	30
What Czechoslovakia is doing to make living secure for the worker and his family.		
SO—I COVER ROTARY	Humphrey Owen	34
Confessions of a young newspaper reporter who no longer raises a supercilious brow.		
JEKYLL AND HYDE ON THE HIGHWAY	A. J. Bracken	37
A plea for the exercise of the same social amenities when driving as at other times.		
OUTWITTING THE UNEMPLOYMENT CYCLE	C. Canby Balderston	40
Notes on a manufacturing plant that experimented with unemployment reserve funds.		
MY YEAR OF PRESIDENTIAL SERVICE	E. Leslie Pidgeon	43
Continuing a series of inspiring messages from Rotary International's Past Presidents.		

Other Features and Departments—

Our Readers' Open Forum (2, 52, and 53); Frontispiece—*Possessions*, by Isla Paschal Richardson (4); Editorial Comment (38); As the Wheel Turns (44); Rotary Around the World (46); The Hobbyhorse Hitching Post (50); *Use Rotary in My Business?*—current comment on the recent article by Secretary Chesley R. Perry (51); Rotarian Almanack (52); *Engine Symphony*, by R. R. Howard (61); Helps for the Club Program Makers (62); Chats on Contributors (64).

THE ROTARIAN is published monthly at Chicago, Illinois, by Rotary International. President: WILL R. MANIER, JR., Nashville, Tenn. Secretary: CHESLEY R. PERRY, Chicago, Ill. Treasurer: RUFUS F. CHAPIN, Chicago, Ill. Members of Magazine Committee: ROBERT L. HILL, Columbia, Mo., U.S.A.; FRED W. GRAY, Nottingham, England; HARRISON E. HOWE, Washington, D. C., U.S.A.; CLARE MARTIN, Cairo, Egypt; E. W. PALMER, Kingsport, Tenn., U.S.A.

EDITORIAL AND BUSINESS OFFICES:

35 E. Wacker Drive Cable Address: Chicago, U. S. A. Interrotary Chicago Eastern Advertising Office, 420 Lexington Ave., New York City

LELAND D. CASE: Editor

PAUL TEETOR: Assistant Editor

HARVEY C. KENDALL:

Business and Advertising Manager

(Contents copyright, 1936, Rotary International)

SUBSCRIPTION RATES: \$1.50 the year in U.S., Canada and other countries to which minimum postal rate applies; \$2.00 in other countries.

As its official publication this magazine carries authoritative notices and articles in regard to the activities of Rotary International. In other respects responsibility is not assumed for the opinions expressed by authors.

Entered as second-class matter December 30, 1918, at the Post Office at Chicago, Illinois, under the act of March 3, 1879.

THE ROTARIAN is indexed in *The Readers' Guide to Periodical Literature*.



Photo: John Kabel

Possessions—By *Isla Paschal Richardson*

*I have no diamonds to hoard or show,
 But I have seen the sun on fields of snow.
 I have no gold, yet none more rich than I
 Whose windows open toward a western sky.*

*I own no land, yet mine are these to see:
 A field of wheat, a neighbor's apple tree.
 I have no stocks or bonds, but in the end
 I am a man of wealth: I have a friend.*

A New Zealand View of Rotary

By **Arthur Douglass**

Member, Rotary Club of Wanganui, New Zealand

WHAT a subtle but beneficial influence Rotary has on our lives! Think how much our understanding and attitude have changed since we joined. Before, we probably believed that we had thought things out and were playing our parts. Yet the work of the Club which we have joined has opened innumerable avenues (and byways) of service of which we would otherwise not have been aware.

Instead of complaining about the way in which people are pampered and spoon-fed nowadays, we find ourselves helping with the work for crippled children, our unfortunate blind, health camps, boys work, and the like. We gradually grow more tolerant and more sympathetic toward our less fortunate neighbors and less hesitant to express our feelings by deeds.

An unselfish regard for the feelings and aspirations of people of other countries is more difficult of attainment, but must surely develop as a natural and logical sequence. The international implications and purposes of our organization cannot be ignored if the highest meaning of Rotary is to be permanently established throughout the world.

While the Rotary movement started in the United States, there are today almost 1,500 Clubs active in other countries. The meetings of some 4,000 Clubs may be conducted in different languages, but the ideal of Service is the keynote everywhere.

I feel certain that the very fact of being associated with an international movement, born and nurtured in a country other than his own, has a broadening effect on the Britisher. We are naturally proud of the accomplishments of our own countrymen; we expect Lovelock to lower the mile record, Lord Rutherford to explode the radium atom, and so on. But I doubt if there is one amongst us who does not admire the paintings of Rembrandt or Millet or the great Italian masters, or the music of Beethoven or Grieg or Tchaikowsky or Verdi.

A list of the 20 most famous composers would not include many British, but that does not prevent our loving music.

I believe that Rotary should be an active force in bringing about a universal recognition of these services, not confined to music and art, but to every field of human endeavor.

In these days, while the world seems to be perilously near another great international conflict, while the nations of the earth are armed to the teeth, now is the time for us to put into practice the principle which we as Rotarians know as the Fourth Object of Rotary. For

The world cries for tolerance and understanding among men. Herein lies Rotary's greatest opportunity for the days ahead.

wrongly emphasized nationalism can easily turn into pure chauvinism.

I recall the story told by Founder Paul Harris when he visited Palmerston North. A Chinese was questioned by an Occidental for eating raw fish. He replied, "Do you cook or even wash your oysters?" Paul Harris also told of the Mexican who thought that bullfighting was less cruel than prize fighting or fox hunting or than cockfighting or falconry.

There is no valid reason why cultural differences, or national and racial differences, should create a feeling of animosity between nations. Each has its own customs which are easily misunderstood through lack of knowledge. As the French proverb says, "To understand all is to forgive all."

We all realize that the clothing we wear, the food we eat, many of the varied necessities and luxuries of everyday life, are the results of the labor and service of people whom we frequently refer to and think of as objectionable foreigners. Are such habits of thinking just or reasonable? In these days of airplanes and automobiles and radios, the most remote country in the world is our neighbor. I put it to you frankly that though this is the fact, we are not awake to it but dream of distant lands and ages past.

ON THE immediately material side of the picture, just stop to consider what we would do if we had to depend on ourselves—the produce of New Zealand alone for sustenance at the level we are now living. Could we run our cars on milk? Make tires from sheepskin? Have seven-wire fences? Even possess a golf ball? We know the answer. Instead of a 30-hour week we'd have an 80-hour nightmare, and next to nothing to show for our labors.

Again I plead. Knowing these things, realizing the urgency of the problem, the immediate necessity for standing firm on the ground of international peace, Rotary must carry out its ideals, its aspirations. If the Rotary movement is to have any function in the present-day world, it must truly internationalize itself—understand the development of world affairs, broadcast the knowledge to all who cannot see for themselves.

Our greatness is before us. If we do not grasp the opportunity for demonstrating it, we are not even worthy of the name which designates our class: Business and professional men.

The Long Pull

By Channing Pollock

Playwright and Author

Illustrations by Albert H. Winkler

CHATTING with Nicholas Murray Butler, the year my so-called "pacifist" play, *The Enemy*, was produced, I recall making a zealous remark about "stopping the next war."

We were sitting in the president's office at Columbia University, and Dr. Butler leaned back in his chair, smiling faintly.

"You can't stop the next war," he said.

Dismayed, I asked, "Then what are we struggling for?"

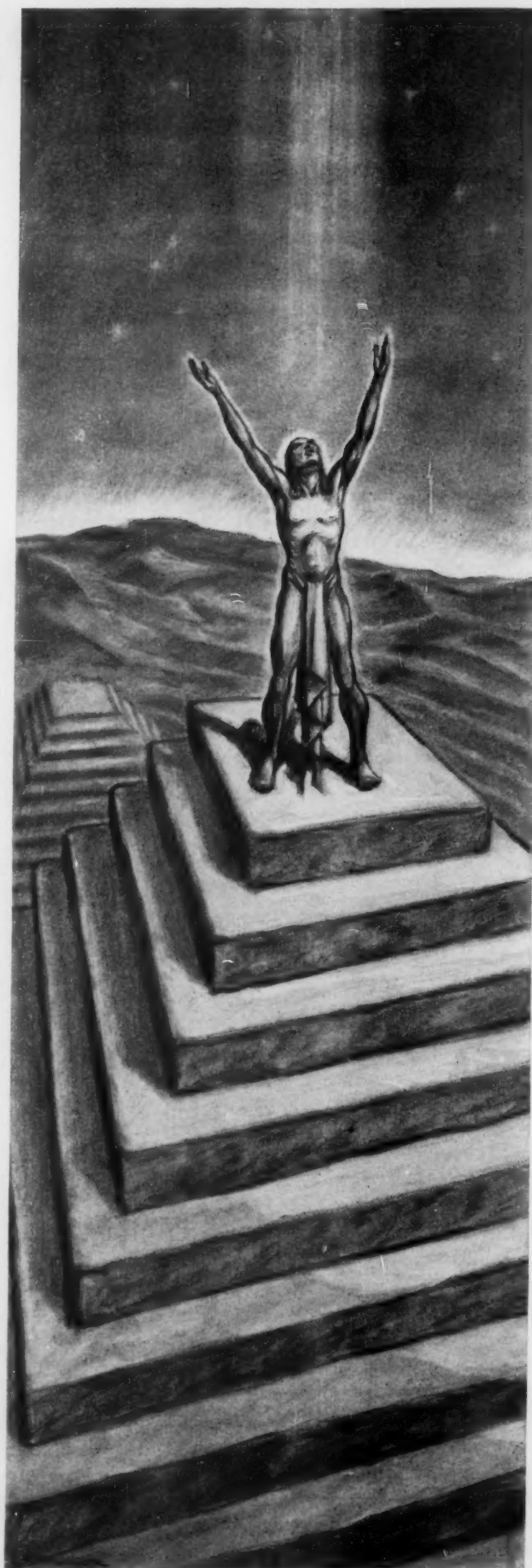
"To prevent the war of a hundred years from now," Dr. Butler replied. "A hundred years, or five hundred. And it isn't a moment too soon to begin."

The world wasn't made in a minute, and it won't be remade in a minute, either. We are an impatient people. We still believe that our race can be made sane and sober and economically secure by passing a law, and we are congenitally disinclined to start anything we can't finish. We forget that big jobs aren't done that way, but that *our* job is done when we've done our part of it. No single locomotive pulls a train any considerable distance. One locomotive begins the run, and another and then another and another carry on. If all the engine-drivers in Chicago said, "What's the use; I sha'n't get to New York," there'd be a lot of trains that never got anywhere.

Man was millions of years learning to walk erect, and then thousands more learning to use fire and tools. He has come a long way from that in a mere 40 or 50 centuries. His pace grows faster and faster, too, but it is absurd to believe that his progress can be measured by our own little lives.

Writing of Erasmus, the great humanitarian of the Fifteenth Century, Stefan Zweig says, "He did not turn a blind eye to the . . . dark survivals of the primal; (to the fact) that hundreds, perhaps thousands, of years would be needed to educate man into a higher ethical standard, to raise him culturally, so that in the end he may leave the husks of his animal origins behind and become a member of a genuinely human race of men."

To many of us, this realization may be profoundly and paralyzingly discouraging. "What's the use?" we say; "I sha'n't get to New York." But the men who mattered, and who brought civilization as far as it has gone, never cared whether they got to New York, or not. I doubt whether they ever thought of the vastness of time and the universe, or their own smallness and helplessness, or of that grand alibi, "What can I do?" They



were too busy doing it; they were too full of anger, or pity, or discontent, or interest in their own jobs.

A few of them were men of great power and authority; most of them were, or were believed and believed themselves to be, just average citizens, like you and me. They found something wrong in their front yards, and began trying to set it right, and, after all, a street is only a succession of front yards, and a city a succession of streets, and the world a succession of cities and towns and farms that have but to be righter to make the world more nearly right.

"Two hundred and fifty years ago," as Paul de Kruif reminded us fascinatingly in *Microbe Hunters*, "an obscure man named Leeuwenhoek," janitor of the City Hall of Delft, in Holland, peered through a lens of his own making, and discovered germs. In a world "where Servetus was burned to death for daring to examine the body of a dead man, where Galileo was shut up for life for daring to prove that the earth moved round the sun," Anton Van Leeuwenhoek persisted in his investigations, and in bringing them to the attention of a scientific society in London.

In 1723, he died without having accomplished very much else. Six years later, in Italy, Spallanzani was born, and demonstrated the conditions under which germs multiply. Twenty-three years after *his* death, a tanner's wife in France gave birth to Louis Pasteur, who established that germs are the causes of certain diseases, and also the way to cope with some of them. Then came Koch, in Germany, and Metchnikoff, in Russia, and Walter Reed, in America—village doctors and such-like folk. Each of them was excited about his work; none of them was deterred by the fear of not getting very far because they were little men in a big fight. Yet because of them, black plagues, and cholera, and rabies, and yellow fever, and diphtheria have pretty much disappeared from this earth.

"But, of course, they were geniuses," you say; "men of great talent and vocation. What good should I have

done if I'd enlisted to fight germs?" Very little probably, but is there a man-jack of us who couldn't enlist to fight something—or to encourage something? There's no lack of opportunity, Heaven knows. And Heaven only knows how big the littlest man or the littlest fight may turn out to be.

When, in 1776, David Hartley rose in the House of Commons to move that "the slave trade is contrary to the laws of God and the rights of man," and was hooted outside the door after his motion failed, could he have foreseen that his tocsin was to become the death knell of slavery? Hartley certainly didn't have half the self-confidence of certain Congressmen. The chief difference between Hartley and dozens of men now in the legislatures of the world is that Hartley was willing to fight for what he believed in fervently, and didn't give a darn whether his electorate liked it or not.

FAILURE is endeavor," Emerson said, "and endeavor persisted in is never failure." Anyway, certainly failure is better than not trying. Personally, I'd rather be passionately wrong than inertly right. The thing that passeth my comprehension is apathy. About 99 percent of humanity has no interest in wars, and no reason for fighting 'em, yet we permit ourselves to be led into them continually to gratify the greed and ambition of the other one percent.

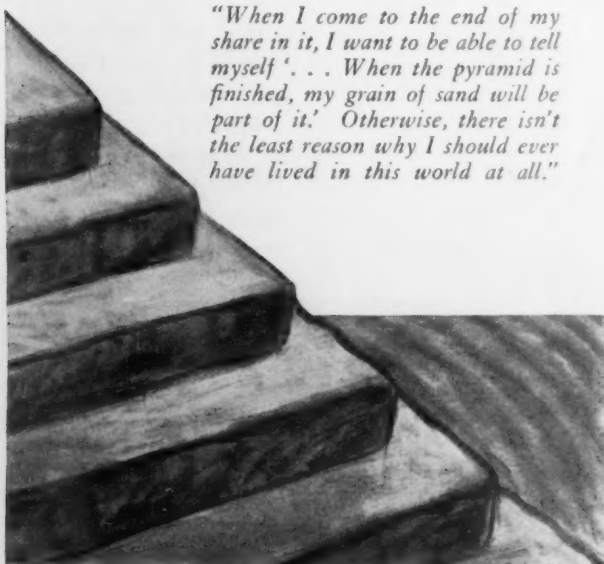
At the moment, we are watching the world being pulled down about our ears, and what are we doing about it? Dancing, playing bridge, and minding the shop. So long as our stomachs are full, and we have enough for occasional whoopee, what do we care what goes on around us? It's only the men whose stomachs aren't full who, *en masse*, really make themselves felt. Fed, even the victims care very little about social injustice, general ignorance, or stupid and venal government. Every couple of hundred years or so, a certain number of us get hungry, and pull things to pieces. The rest of the time, we are content to leave our destinies in the hands of the politicians.

Well, what can we do about it—we who are not great leaders, and who *must* mind our shops? The answer is, "Do you think the men who lead us are great leaders?" One in a century, perhaps. The rest are merely people whose shop is leadership; who gain enough by it to make it their job. Isn't it our job, too?

Honest and competent men can be found and put in to run public business, as we find them and put them into our own private businesses—it has been done, and not infrequently. But it never is done until some one citizen gets over his apathy, and stirs a few other citizens, each of whom stirs a few more. It is *not* done by the chap who says, "The grafters have always run things, and always will," nor by his brother, who asks, "What's the use of *my* voting?" nor by the lady of my acquaintance who told me last week, "I think I'll vote for a Socialist. I don't know what Socialism is, but it doesn't seem to make much difference, really."

I may be wrong—passionately wrong, as usual—but

"When I come to the end of my share in it, I want to be able to tell myself '... When the pyramid is finished, my grain of sand will be part of it.' Otherwise, there isn't the least reason why I should ever have lived in this world at all."



I've an idea that the cockeyed world could be set straight if any considerable number of us gave it a part of the time we give golf, half the energy and thought we devote to cross-word puzzles, and a bit of the courage we put into our everyday affairs. Not in a minute, of course—that's my point—but "it isn't a moment too soon to begin." You and I, at this instant, are enjoying the fruits of seed sown in long ages past. The *Queen Mary*, mightiest and most magnificent of ships, wouldn't have been possible but for the first loin-clothed gentleman who dug the interior out of a log and floated it.

NO effort is ever lost." (That's Emerson, too.) Maybe the first log that was hollowed went to the bottom; maybe all the logs in that generation did, but they gave the next generation a start in devising ways that logs could be hollowed, and not sink. Maybe the first gentleman never got out of his own little pond, but he must have had a lot of fun, anyway. And all the loin-clothed gentlemen and ladies around his pond were heaps better off than they would have been otherwise. Once, in Tunisia, I met a Frenchman who had persuaded the village authorities to set aside a room in the townhall for an art gallery. "I gave them a few pictures," he said.

"Does anyone ever go in to see them?"

"Oh, yes," he beamed. "I do. And there's an Arab boy in the village who comes every day."

To that extent, my Frenchman had enriched life, and, every now and then, "a few pictures" grow into a Tate Gallery or a Metropolitan Museum.

The American Red Cross was started when Clara Barton, a former Massachusetts school teacher clerking in Washington, inserted an advertisement in *The Worcester Spy* announcing that she would distribute gifts sent her for soldiers.

A young Presbyterian minister, named Willard Parsons, who had worked in New York's East Side, moved to a parish at Sherman, Pennsylvania, and suggested that each of his flock who could afford it ask one East Side child to spend a fortnight in his home. The next year, Parsons carried his idea—and 1,026 children—to other rural communities. Later, the backing of *The New York Tribune* was secured, and now The Tribune Fresh Air Fund alone takes as many as 16,000 youngsters out of the slums and into the country every Summer.

There isn't a big and important movement in the world—political, social, artistic, philanthropic, or what not—that wasn't started by

one man or woman. And there isn't a man or woman in the world who, if he or she can't start something, isn't able to do a little bit toward carrying on.

I knew a "lifer" in Sing Sing who grew flowers outside the cell-block and distributed them amongst his fellows. I know a peddler in New York, who, every hot evening, loads his pushcart with small children and takes them up and down his street "for a ride." Almost the entire membership of a famous club near Times Square recently attended the funeral of one of its elevator boys. He had done nothing brilliant or heroic, that boy; he'd merely been pleasant, and faithful, and kind—and that counts.

"From every man according to his ability to every man according to his needs." There's so much to be done that no one can afford to sit around waiting for the other fellow to do it. Every grain of sand laid on the pyramid brings us that much nearer to the stars. The man I can't understand is the man to whom stars are nothing so long as his candle burns. Very recently, I spent an evening with a group of comfortable citizens in a large town in the Middle West. The talk was of one of those problems that it will take centuries to solve. Our host asked me, "Do you really care what happens after you're dead?"

"Yes," I answered; "don't you?"

"Not a continental," he responded; "why should I?"

Astonished, I put the same question to everyone in the room. Each gave the same answer. To me, that was incredible. Personally, I have the average concern as to my own welfare. Like most men, I am more concerned as to the welfare of those dear to me. But these are small interests; interests that must be taken into account before we can go on, to be sure, but still only fenced-in half acres, beyond which lies a world that, through illimitable time, is going to be made ever better and happier. When I come to the end of my share in it, I want to be able to tell myself, "With the days that I had, and the strength that I had, I have done what I could toward that progress. When the pyramid is finished, my grain of sand will be part of it." Otherwise, there isn't the least reason why I should ever have lived in this world at all.

There have been millions of men who felt that way; yes, and there have been millions of women, too; there will be millions more. Because of those who are gone, even the least of them, we have come out of the jungle; because of those yet to be born, we shall march on to that complete justice, wisdom, and kindness which are essential to "a genuinely human race of men."

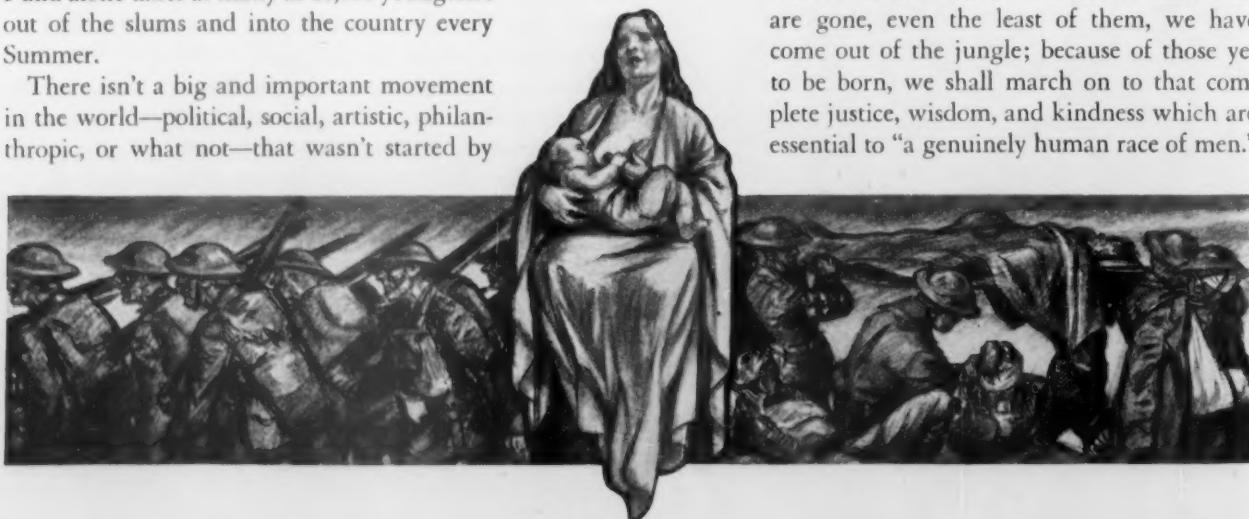




Photo: Ewing Galloway

Big Ben nonchalantly chimes the passing hours, while below meets Parliament, considering the problems of the day.

Britain's Shifting Social Scene

By Stephen King-Hall

British Economist and Radio Commentator

SINCE I last had the privilege of contributing to *THE ROTARIAN*,* much water has passed under the political bridges, a tide bearing the wreckage of many social schemes, in the Old World as well as in the New.

In Great Britain, we have had a general election which served to confirm the main outlines of our "New Deal" but indicated that the electorate wanted it considerably modified in detail. The United States of America is on the eve of what may prove to be one of the most momentous elections in its history. It would be idle for us in Great Britain to add our forecast, necessarily based on imperfect information, to the many already in circulation. Nevertheless, there seems to be one aspect of the situation in which recent British experiences may possibly throw some light upon America's immediate future. I mean the future of political parties.

It has by now become a commonplace that in the post-War world, politics has come to be more and more dominated by economics. Mr. Gladstone prophesied the change more than half a century ago when he remarked to his favorite disciple, John Morley, that "Interest has moved away from politics and theology towards the vague something which they call social reform: and they won't make much of that in the way of permanent results."

* *Britain's New Deal*, in *THE ROTARIAN* for June, 1935.

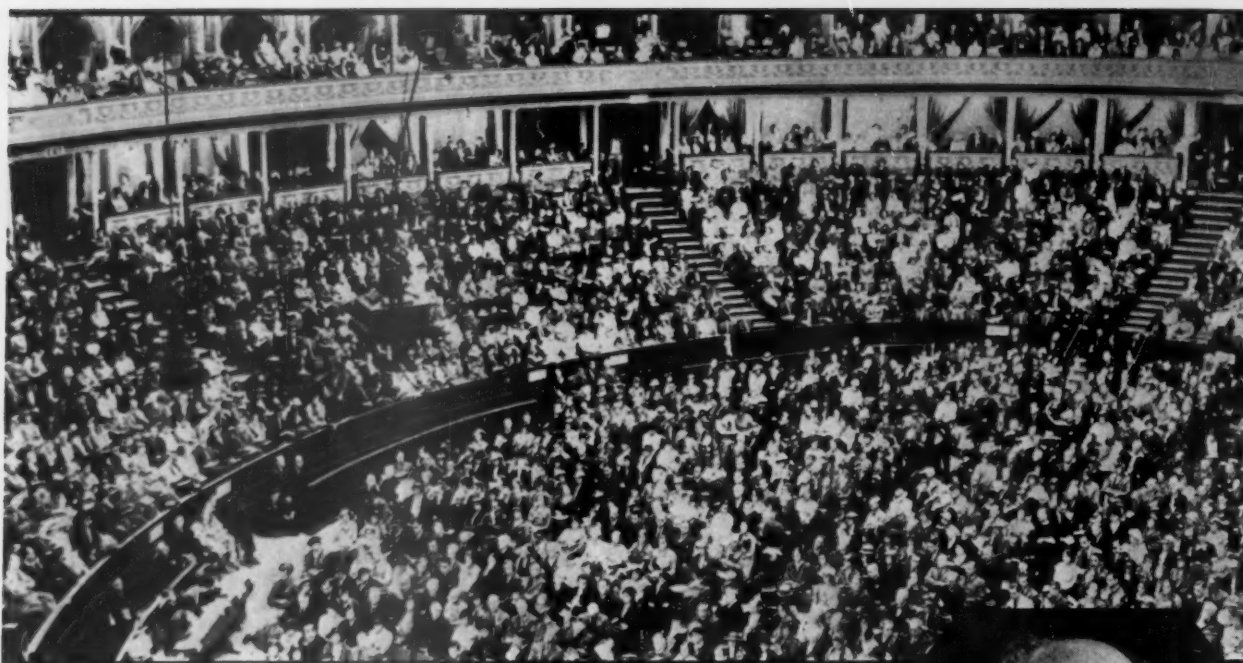
The War accelerated this process and the great slump of 1929 completed the silent revolution. In their frantic attempts to shelter themselves from the economic blizzard, all the nations retreated into the fastnesses of national self-sufficiency. This disruption of economic interdependence had two outstanding political effects.

In the first place, the decision to close the British Empire to the free movement of goods, following closely upon the United States' decision to close its shores to the free influx of men, removed two of the main safety valves of political discontent. Deprived of free access to raw materials and of a free outlet for their surplus populations, the "Have-Not" nations were brought up sharply against the "Haves."

In the second place, the universal desire for national security, based upon national self-sufficiency, impelled every nation to reconstruct its internal economy, an adjustment bringing in its train unemployment in the export industries and the necessity of forcing the growth of new industries by the hothouse processes of subsidy and the creation of artificial scarcity.

The impact of this painful readjustment upon the life of the individual in his capacity of taxpayer, of employer, or of employee, was tremendous. In every country, politics and economics have taken each other for better or worse and the fruit of their union has been a series of numerous issues closely affecting the man-in-the-street.

In those countries where representative democratic government still survives, the average elector, faced with two or more complicated party programs upon each item



Photos: Acme, Underwood

of which he is expected to give an intelligent verdict, may be pardoned if he tears his hair and groans, like Mercutio in the play, "A plague o' both your houses!"

Never has an intelligent public opinion been more essential to the preservation of democratic machinery of government already creaking and groaning under the strain of a load it was never designed to bear; never has such an opinion been more difficult to formulate. Seldom has the cry "No more party politics" been so insistent; and seldom has the need for clearly defined party programs been so great. For, whether we like it or not, the only practical alternative to party politics is government by The Party, with a capital T and P.

Political parties, preferably two, or at the outside three, are essential to the working of democratic government. Less than two tends to the downfall of democracy: a large number, representing every conceivable shade of opinion, strives to protect democracy at the expense of government.

AT THE time of the crisis of 1931, it may have looked as though Great Britain, anxious for stability at all costs, had abandoned the party system for a form of government which had some of the features of a parliamentary dictatorship. "His Majesty's Opposition," whose rôle in Parliament has always been considered to be second only in importance to that of "His Majesty's Government," could claim only 59 seats as against the Government's 550. Parliamentary criticism of policy had become a farce. So much so that a certain section of the press took to talking about "National Government" minus the "the," as if it were some sort of alternative to the system of representative government conducted on the traditional party lines.

In actual fact, however, the danger of a party dictatorship was very remote since the British Cabinet is sensi-

What 11½ million English people think on public issues was learned in an unofficial poll conducted through press and radio last year by Lord Robert Cecil (right) and others. Above: A mass meeting to stir interest, in London.



tive in an unparalleled degree to the direct influence of public opinion as formulated either in such nonofficial plebiscites as the Peace Ballot, or in the more influential and reputable section of the press.

What really has happened is not so much an abandonment of party politics as a redrawing of the old party frontiers. The pre-War issues such as Free Trade and Irish Home Rule are dead. The new wine of post-War politics has burst the old pre-War party bottles. New issues, involving new party alignments, and consequently new party labels, have arisen. It has happened frequently before, as for example when the old Tory party was split up over the repeal of the Corn Laws in 1846 and reappeared as the Conservative party, or when the Liberal party split over Irish Home Rule and a section of Liberals joined the Conservatives as "Unionists."

And yet even this analysis of the British situation needs some qualification. A complete reversal of government policy in days when the functions of government have been extended to almost every branch of economic life is unthinkable. Gone forever are the days when one government can sweep away wholesale the enactments of its predecessor—unless, of course, it is prepared to face a revolution. In Great Britain, for example, it generally is agreed that socialism, in its widest meaning of state regulation of economic life, and provided it is disguised

under the name of "common sense," has come to stay and has joined foreign policy among the growing list of questions upon which there is general agreement in principle, but considerable differences as to method.

Any foreign student of the last election manifestoes of the two principal British parties, "National" and "Labour," and the subsidiary contributions of the various brands of "Liberals" (whatever that name may now designate), will be struck by the similarity of their programs. All accepted—in principle—a foreign policy based upon loyalty to the League of Nations; all deplored the state of the distressed areas; all showed a praiseworthy concern with the health of the country and the welfare of its youth. The Labour Party, irritated by the fact that the Government had stolen most of its best thunder, put in a few flashes of lightning in the way of wholesale "nationalization" which may have brightened its program but not its prospects.

British party lines of the future will inevitably be drawn in accordance with varying opinions as to the scope and method of state regulation of economic life. On the left wing will be the party who favor—on paper at any rate—state ownership of all the means of production and distribution; on the right, the party of those persons who maintain that state interference with private enterprise should be kept within narrow and very well-defined limits; and in the center, largely exceeding the other two parties in strength, will be the main body of opinion which favors a wide extension of state regulation—or planning—tempered by judicious experiments with the various methods of exercising such control, whether by the financial operation of the Treasury, state-regulated public utility corporations, or by direct state ownership and operation. The composition of this center party and the character of its measures will vary slightly from one election to another according to whether the bulk of the electorate considers that the previous Government had gone too far along the path of "common sense," or not far enough.

There appear to me to be certain similarities in British and American situations, and at least one great difference. The United States, like Great Britain, has got to face up to the problem of readjusting its internal economy to post-crisis conditions. The British Commonwealth of Nations, treated as an economic whole, finds itself in an anomalous situation with respect to agriculture. The gain of the British farmer must be at the expense both of the British manufacturing exporter and of the Dominion farmer. And vice versa.

The United States, like Great Britain, is presented, on a scale proportionate to the difference between a sub-continent and a small island,

with an apparently insoluble unemployment problem. Both nations have embarked on huge programs to solve this great question.

Like Britain, America has two historic political parties. But in the United States is the added complication of a written Constitution which endeavors to define the separation of powers not only between the various parts of government but also between the Federal Government and the 48 States.

THE CLASH between federalism and economic regulation has also cropped up in Canada and in Australia. In Australia, the difficulty has been to some extent obviated by the financial dependence of the States upon the Commonwealth Government, and such bodies as the Federal Loan Council have helped to keep the policy of the States in line with that of the Commonwealth.

In Great Britain there has been the same conflict—upon a much smaller scale—between the central and local authorities, notably over the new Unemployment Act. But on the other hand, British experience has some consolation to offer to the champions of state rights, and that is that the process of centralizing the control of the main lines of policy has been accompanied by a complementary and simultaneous process of decentralization.

The people of Great Britain, who pride themselves on being a most law-abiding people, have a maxim which is not so paradoxical as it sounds: "If the law ceases to conform with the facts, so much the worse for the law."

Photo: Acme



London's "safety valve of political discontent," famous Hyde Park, haven of the radical orator.



Photomontages by Photographie Illustrations, Inc.

Dividing the Benefits of Science

*1. Give them to all by
maintaining low prices*

Says Harold G. Moulton

President, Brookings Institution

EVERY great depression gives rise to a host of suggestions for curing the ills which afflict society. Some of the schemes advanced are revolutionary in character, involving fundamental modifications of the economic and political system. Others concentrate upon some particular or specific aspect of the economic system—such as modifying the currency system, shortening the hours of labor, or reducing the rates of interest.

In earlier depressions, primary emphasis was usually placed upon monetary or banking reforms. The present depression is noteworthy in that the chief proposals to restore prosperity seek it through the redistribution of wealth and the increase of purchasing power.

If we are to understand what would be involved in a redistribution of the wealth of a country, we must have before us a clear picture of the composition of its wealth. What things, specifically, would have to be divided?

Let us take the United States for an example. When it is stated that its wealth in 1929 was something like 460 billion dollars, the idea is commonly conveyed that this is the amount of money possessed by the people as a whole and that its redistribution would merely involve a transfer of funds. Thus, dividing 460 billion dollars by 125 million people would appear to give to each person about \$3,700, or nearly \$15,000 per family—a tidy sum.

The truth is, of course, that the 460 billion dollar fig-

◆ *INVENTIONS and scientific discoveries have created new ways of doing the world's work at less cost, thereby making possible a higher standard of living for everybody. But how should this potential wealth be distributed? Through low prices to the consumer, or through high wages to labor? That question, which is at the core of many another disturbing all industrial nations, is discussed in the debate-of-the-month which starts on this page.*

ure is merely the valuation in money terms placed upon our farms, mines, railways, factories, stocks of goods, etc. *It is these physical properties which constitute the real wealth of the nation.*

It should be noted, first of all, that a considerable part of this wealth would not be available for distribution among the people because it is already publicly owned. For example, government lands and buildings, colleges, churches, museums, etc. (22.6 billions), and naval vessels (1.5 billions), now belong to the public. Highways, bridges, and canals (2.5 billions) are public properties, as are also some of the electric railways and public utility enterprises. The greater part of the gold and silver supply is in the vaults of the Treasury.

In the second place, it should be observed that it would be impossible to make a physical division of many of the properties enumerated. Private automobiles, yachts, and motor boats, household furnishings, jewelry, and personal effects, together with stocks of finished goods in the hands of merchants might in some rough fashion be divided up—though the issue of who gets what would not be readily solved. Livestock might also be divided so as to give every resident of a city apartment a cow, a pig, or a flock of chickens.

But it would hardly be feasible to divide railway tracks, telephone lines, a power or a gas plant, a factory, a ware-

house, a pipe-line, a mine, or the Empire State building. And it would be difficult to redistribute wealth in the form of farm lands and buildings or city houses and lots in such a way as to enable everyone to have his fair share.

If the division of wealth idea is to have any real meaning, it must obviously be conceived in terms of dividing claims to ownership of properties rather than the actual properties themselves. Could not the shares of stock of existing corporations be transferred from their present owners to the masses? And in the case of noncorporate properties, could not the form of ownership be changed so as to permit stock to be issued to the public generally?

It will be readily apparent that if such a plan is to be administered fairly, with a view to giving equality in ownership to everyone, it must be done by the government, and on a wholesale basis. That is to say, it would be necessary for the government to pool all the wealth of the country and then issue ownership certificates to all the people, giving each his proportionate share. This would involve confiscation procedure, since it would obviously be impossible to levy and collect taxes equal to 100 percent of the value of railway properties, factories, mines, farms, or even household effects. As a prerequisite, a constitutional amendment would thus be required.

But let us assume that the procedure could be carried out and that everybody had ownership certificates to an equal amount of wealth. The certificates would be of value only as the real wealth—farms, mines, factories, etc.—lying back of them produced *income*. The ability of each individual in succeeding years to obtain the comforts and luxuries of life would depend upon the productivity of the properties against which the certificates were issued. Whether the productivity, or income-producing power, of the wealth of the nation would be maintained under this plan would depend upon the effects of such a plan upon work *incentives* on the part of both the rural and urban population, and upon the efficiency of the changed business organization and management.

MERELY to indicate the character of the issues involved in that method of sharing the wealth is to reveal its impracticability. *The only redistribution that merits serious consideration is the redistribution of income rather than of wealth.* To this more significant question we now direct attention.

If we are to see precisely what would be involved in redistributing existing income, we must have before us the facts as to the amount of the national income and the way in which it is actually distributed.

If the entire national income from productive operations (\$80,882,000,000) in the year of our greatest production (1929), were divided absolutely equally among the population, it would yield about \$625 per capita, or the equivalent of about \$2,500 per family. This figure represents the maximum of satisfactions that might be enjoyed if the income were divided on the basis of absolute equality. At the present time the [Continued on page 54]

"The need at the moment is, perhaps, not so much to reduce commodity prices as to keep them from rising."





Photos: Lewis W. Hine; (2) © Sidney B. Blumenthal & Co.

"Within the wage and commodity price structure there are decided maladjustments when prices decline . . . City labor took the brunt of the deflation in the form of unemployment. Farmers and farm labor took it through reduced prices."

Dividing the Benefits of Science

2. All profit when prices are stable and wages rise

Says G. F. Warren

Professor, Cornell University

THIS PROBLEM involves both the general, long-time point of view and the situation at this time. After the worst deflation in history, the price structure is badly out of balance. I will discuss first the long-time point of view, which is the permanently fundamental question, and then refer to present conditions.

Let us examine changes in the purchasing power of wages which show that either wages must rise or prices must fall, but do not show which procedure is best.

Statistical data are somewhat limited before 1800, but apparently the rate of increase in efficiency was extremely slow, and the purchasing power of wages did not rise rapidly. From 1700 to 1800, the purchasing power of wages in England in terms of wheat was nearly stationary. This was before the introduction of machinery on the farms and in the factories. Efficiency rose slowly.

Beginning with about 1800, a new era developed in which efficiency increased with great rapidity. The well-being of the common man began to progress at a remarkable rate. From 1800 to 1914, English wages in terms of wheat increased at a compound rate of 1.6 percent per year, so that a day's work at the end of the period had a buying power of more than five times as much wheat as at the beginning of the period. Probably the purchasing power of wages for all commodities rose at about this same rate, as wheat prices over a long period of time are fairly representative of the average of all commodities.

For later years, it is possible to compare wages with all commodities. From 1850 to 1914, the purchasing power of wages in England, for the average of all commodities included in the price index numbers, rose at a compound rate of 1.5 percent per year.

The purchasing power of wages in the United States rose slightly faster, probably because the United States had more natural resources per capita and made fuller and more prompt use of machinery both on the farms and in factories. However, the important point is the phenomenal increase in the purchasing power of the day's work in each country. The increase in the United States from 1840 to 1914 was at the compound rate of 1.7 percent per year, or *a day's work in 1914 would buy almost three times as much as in 1840.*

Wages are often far out of line with prices for a time, so that the employed labor, or certain classes of it, may, temporarily, have a buying power greater or less than is normal for its production, but, over long periods of time, real wages can rise only as production per man increases. Nearly all of the nation's consumption is by workers and by the members of their families. A study of statistics for many years reveals that over long periods of time their buying power is directly proportional to production.

From 1840 to 1914, the physical volume of production per capita in the United States increased at the compound rate of 1.7 percent per year. Note that this is the same rate as the average increase in the buying power of wages. The increase in production per capita is the same as the increase in efficiency per worker, since the percentage of the population employed was about stationary.

Commodity prices in 1840 were the same as they were in 1911 and nearly the same as in 1914. Wages trebled and prices were practically stationary, although they had fluctuated within the period. Was the country better off

to have prices unchanged and wages trebled, or would it have been better off to have had the price level drop two-thirds and have wages stable at the earlier figure?

If the average of wages is to remain stable, every increase for one individual must be accompanied by an equal decrease for another individual. Also every increase above the average for a highly profitable industry must be accompanied by an equal decrease in the average pay in a less favored industry.

Anyone who has had experience with labor, and who has given thought to the question, will at once recognize the difficulty of a demotion for every promotion. There is a very great difference between rewarding efficiency by promotion and penalizing inefficiency by demotion. The psychological attitude of both employer and laborer is very different when the good are rewarded and the poor left alone or given a small increase, rather than give the good a small increase and penalize the poor.

Psychological attitudes are of great importance, but there are other realities in the situation. Some laborers grow in efficiency; others do not. Nearly all laborers become less efficient in the years just before they stop work altogether. These less efficient workers and older persons have life insurance policies, debts, and many other obligations that are fixed in dollars. They may get along well and be well contented with stationary prices and no rise in wages, and be happy to see young men and more efficient workers promoted, but if they must be cut for every promotion, trouble arises.

THE ONES who are not promoted can continue to meet their obligations that are fixed in dollars. They continue to have the former purchasing power but do not share in the increased purchasing power that comes from increasing efficiency, because they have not taken part in the increase. Demoting the inefficient is different from leaving the inefficient where they are and promoting the efficient.

There will always be new industries and new conditions that call for shifts of workers between industries and between regions. If the average of wages is to be stable, whole groups of workers and whole regions must

have their wages reduced, if wages in the new industries or the new regions are to be raised enough to attract workers to change. If the pay of carriage workers and automobile workers had remained equal, we would be well supplied with carriages. What effect would such a procedure have on the workers who are cut and on the towns in which the general average is cut; also on creditors of these workers and regions, and on political and social stability?

IF PRICES are falling, all capital investments have an additional depreciation so that they have three instead of the normal two depreciation items. Railroads, homes, office buildings, barns, and machinery are subject to depreciation due to wear and obsolescence. If prices are falling, they are subject to an additional depreciation due to the falling price level. How serious this is has been frequently illustrated in American history. A large part of our credit structure is based on these durable goods. During periods of falling prices, borrowers suffer greatly, but when borrowers fail, investors also lose, banks close, and depositors lose. Investors have to accept low rates of interest and, if they are to have the former security of the principle, must raise the class of investments, which means still lower interest.

Our price structure includes more and more administratively set prices such as freight rates and other utility charges, charges for package goods, patented and copyrighted articles, and other monopoly goods. Such administratively set prices are raised fairly promptly when the price level rises, but decline very slowly when prices fall. Therefore, declining prices throw a special burden on those products which are sold freely on a competitive basis. In every period of falling prices, farmers and other producers of basic commodities suffer severely and turn to the government for relief. There is clamor for price fixing, limitation of production, government purchases, and a demand for the government to run everything.

But there is no use in blaming people for attempting to find a remedy. We should give our attention to the economic disease which causes the difficulty, and certainly should not set up as our [Continued on page 57]

"Nearly all of the nation's consumption is by workers and by the members of their families. A study of statistics for many years reveals that over long periods of time their buying power is directly proportional to production."

Photos: Lewis W. Hine; (4) H. Armstrong Roberts





It Isn't Sissy to Like Music

By Sigmund Spaeth

Musician and Author

THIS argument starts with 3 personal experiences:

1. The late Montague Glass, genial author of *Potash and Perlmutter*, had some of us at his house in Westport, Connecticut, one evening. That jovial 250-pound Dutchman, Hendrik Van Loon, turned up with two fiddles. After dinner, he handed one to me and took the other himself, while Montague sat down at the piano (a habit of his). We agreed that any one of the three could start any piece of music he pleased, by ear, and the other two had to join in and stay with it as long as they could. As soon as one piece stopped, another began.

Paul (*Microbe Hunters*) de Kruif and Ralph Block, now writing for the movies, both leaned upon the piano and seemed to enjoy the result, while our collective wives played bridge as far out of earshot as possible. We kept it up for four solid hours, and when we finally went home I heard de Kruif say to Van Loon, in Dutch, "I didn't think anything like that could be done in this country."

2. Cruising on the *Rotterdam* one summer, I ran into

Music's charms soothe not only the savage breast, but also the soul of modern man in an age when relaxation is all too rare.

Cyrus H. McCormick, 77-year-old chairman of the International Harvester Board, recently deceased. After hearing me give a talk on the art of enjoying music, he showed me eight volumes, privately printed, of his own compositions. They were mostly excellent pieces, showing a real gift for melody, and they represented a hobby that ran back all the way to the Princeton days of the famous class of '79. Mr. McCormick told me proudly that his brother Harold could have been a professional whistler (he probably did better to stick to International Harvester) and still whistled most of the operatic repertoire by heart; also that his own son, Cyrus, had made the Princeton Triangle Club as well as the football team.

3. Acting as a judge at New York's Barber Shop Quartet Contest not long ago, I received a first-hand impression of the musical abilities of Ex-Governor Al Smith, Mayor La Guardia, Park Commissioner Moses, and Luther Steward, who happens to be president of the Na-



"Montague Glass . . . had some of us at his house . . . Jovial Hendrik Willem Van Loon turned up with two fiddles."

tional Federation of Federal Employees and owner of one of the largest private collections of old songs in the United States.

After the official ceremonies we all gathered informally in the Zoo Cafeteria, and soon a very respectable close harmony arose, with the help of the waiters and a few strangers at nearby tables. Mr. Steward has an excellent whiskey tenor and Al Smith has what I would call a beer bass, a little husky but strong and confident. Mayor La Guardia's father was a bandmaster-composer, and both he and Commissioner Moses showed that they could fill up a quartet when necessary. It was a nice demonstration of musical democracy.

I could multiply such experiences to considerable length, bringing in some of the best known "he-men" in the world today. For instance, I could give you a picture of Jimmy Cagney, movie actor, sitting at a piano, singing to his own accompaniment, aided and abetted by the guitar of his friend, Dwight Franklin, who makes little wax statues for the New York City museum.

I could show you "Casey" Jones, one of the heroes of American aviation, winner of a number of air races, beating out ragtime, not very subtly but with a fine sense of rhythm, which they say always makes a good flyer. Charlie Chaplin's friends know him as a violinist, and he has now emerged on the screen as a singer and composer as well.

Can you imagine the former middleweight champion, "Philadelphia" Jack O'Brien, playing a violin? He does it well, and once thought seriously of turning profes-

sional. Can you see the grim-visaged steel baron, Charles Schwab—who is an honorary member of the Rotary Club of Bethlehem, Pennsylvania—"seated one day at the organ" in his

home? It is his favorite recreation, surpassed only by listening to his private organist, Archer Gibson. The late Cyrus H. Curtis, the Philadelphia publisher, was also a good organist, and George Eastman, "the Kodak King," and an honorary Rotarian, both played and listened to the organ in his Rochester, New York, home.

Did you know that "Hell and Maria" Dawes, banker, soldier, and diplomat, is a violinist and has composed a *Melody* which was a best seller in sheet-music and on phonograph records? Perhaps the best-known amateur violinist in the world today is Albert Einstein. He finds in music alone the right balance to his exacting scientific work, and he has had the pleasure of making real money for various charities by playing in public. John D. Rockefeller, Jr., is also an excellent violinist, and Henry Ford's honest interest in country fiddlers and old American music in general is well known.

Among the musical millionaires there is the octogenarian Adolph Lewisohn, who still takes singing lessons and likes nothing better than to pipe up with *The Two Grenadiers* or some other stirring ballad. Best known as patrons of orchestral music, but also performers in a mild way, are Harry Harkness Flagler and Clarence Mackay, the latter the husband of a singer (Anna Case) and father-in-law of a composer (Irving Berlin).

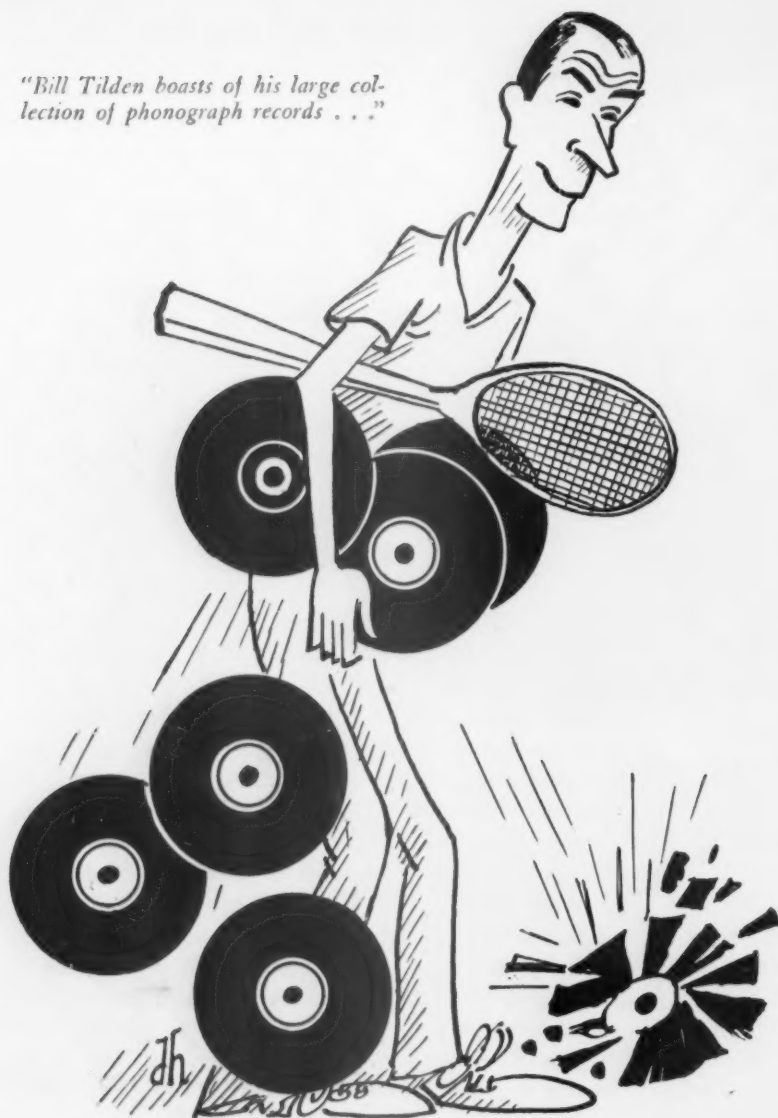
Kent Cooper, head of the Associated Press, is a remarkable pianist, when not working or playing golf. Al Smith's son-in-law, Major Warner, has been heard on the radio in piano concertos with orchestra. John Erskine, author and lecturer, is probably the best pianist of them all,* but this amateur title is not entirely clear, because of his position at the head of the Juilliard Foundation and School of Music.

NICHOLAS LONGWORTH, Speaker of the U. S. House of Representatives, had a national reputation as a violinist, and his widow, the former Alice Roosevelt, gives a delightful description of the chamber music that was played in their home. The late Secretary of the Treasury, William Woodin, was also well known for his gifts as a composer, and used to accompany his own songs on the guitar. Carl Sandburg, biographer of Lincoln and collector of folk music, tunes his guitar to suit himself, but now makes a profession of singing and playing old songs to illustrate his lectures.

Of course, when you are turned loose among artists of any kind, the percentage of musical interest and ability is bound to be high. Daniel Frohman, dean of the American theater, is perhaps the greatest enthusiast of them all, though his piano playing is limited, consisting of the opening measures of a number of pieces by

* See Dr. Erskine's *You're Not Too Old to Play the Piano*, in *THE ROTARIAN* for December, 1935.

"Bill Tilden boasts of his large collection of phonograph records . . ."



Chopin, Beethoven, and Tchaikowsky, which he has picked up by ear. Otto Kruger, on the other hand, has real ability at the keyboard, inherited from a musical father who played double-bass.

Ernst Lubitsch, movie director, can play Viennese waltzes like the native that he is, and Max Reinhardt's knowledge of music is naturally broad. If it's painters you want, you should hear John Held, Jr., sing *The Dying Cowboy*, or Dean Cornwell play a cornet. A less known but even abler cornettist is Hubert Mathieu. Unquestionably the best harmonica player among the painters is Thomas H. Benton, who is also "tops" with a brush.

Peter Arno, another artist, conducted and played piano in the Yale orchestra that included Rudy Vallee as saxophonist; Kenneth Murchison, formerly an architect and now a banker, plays, composes, and conducts with equal facility, as he proves each year at the Beaux Arts Ball. Another banker, James P. Warburg, is a professional songwriter as well as an amateur performer of considerable ability.

Claire Briggs, creator of the "Mr. and Mrs." cartoons,

was another good harmonizer, and so was Ring Lardner, the author. They both sang frequently with such professionals as Reinald Werrenrath. The latter, by the way, was a college quartet mate of Raymond Knoepfel, New York lawyer and Rotarian, who still enjoys singing.

Samuel Hopkins Adams is good both as a soloist and in a crowd. As for the Franklin of the Adams family, known to millions of column readers as F. P. A., he can give you a tune on the harmonica or concertina (with or without his wife's piano accompaniment), sing *The Little Lost Child* with "dead-pan" face and voice, or even tap out something like a melody with a pencil held against his teeth. (F. P. A.'s Esther is the granddaughter of George Root, the songwriter, composer of *There's Music in the Air*, *Rally Round the Flag, Boys*, and other famous American old-timers.)

Dick Simon, head of the publishing firm that popularized cross-word puzzles, *The Story of Philosophy* and *Trader Horn*, is a trained pianist in the classic repertoire, with one brother a violinist, another a drummer, and a third playing accordion and acting professionally.

Newman Levy, a lawyer by trade, but author of *Opera Guyed* and many satirical sketches on Broadway, can play most of Gilbert and Sullivan by heart and is quite willing to prove it, even to his friend Henry Souvaine, formerly a concert pianist, who now builds the General Motors and other radio programs. Marc Connelly of

Green Pastures fame, is full of parlor tricks, mostly musical. Editor Arthur Samuels plays a mean piano and regularly composes some of the Dutch Treat Club music. District Attorney Jim Wallace has the reputation of knowing more old songs than any man in New York, with cross-word-puzzler F. Gregory Hartswick running him a close second.

FAMED Dr. Charles H. Mayo, an honorary member of the Rotary Club of Rochester, Minnesota, of which his son, Dr. Charles W., was president, is musical. But then, doctors in general lean strongly toward music as a recreation. So do athletes. Most baseball fans know that the great Mickey Cochrane, manager and catcher of the world's champion Detroit Tigers, plays the saxophone expertly, but many have forgotten such musical members of the old New York Giants as Mike Donlin, Rube Marquard, Sammy Strang, and Art Nehf. Nearly every baseball team has its quartet, and college football squads are generally supplied with at least a few musicians. There may be some question as to the musical ability of Max and Buddy Baer, the prize-fighters, but

the fact remains that they have both been paid to sing in public. Still recognized as the greatest tennis player of all time, Bill Tilden boasts of his large collection of phonograph records and confesses that he is an opera fiend.

For years Edward Johnson was known to opera goers as a dramatic singer. Now, however, he is proving his mettle as a business man, managing New York City's Metropolitan Opera Company. Rotarians know him as an honorary member of the Rotary Club of Guelph, Ontario, Canada. In New York also is Sigmund Romberg, composer, who holds active membership in the Rotary Club of that city. A list of Rotarian composers of note would itself run long, and, of course, would include famed Franz Lehar, of Vienna, who long will be remembered for his *Merry Widow*.

THESE are mostly well-known names, representing a high average of masculinity, but I could add many more, not so famous perhaps, but equally important in their own fields of activity. I might refer to such a department store executive as Dr. Herbert Tily, of Strawbridge & Clothier, Philadelphia, who plays the pipe organ, composes, and conducts large choruses; or to Morton Hull, of Holyoke, Massachusetts, a Rotary District Governor, wholesale grocer, musician, and composer.

There is Alex Dryfoos, head of the Apeda Photography Studios, who plays the cello excellently; and Jim Barnes, former president of the Louisville Street Railways, one of the best of our amateur fiddlers; and the Bry Brothers, Lou and Ed, who run a factory in Norristown and play string quartets at home; and the musical "Dorie" Hirschman, vice-president of Saks, Fifth Avenue, and a political leader in New York; and lawyer Stanleigh Friedman, who composed Yale's *Down the Field*; and Judge Ben Prince, who leads his own orchestra and presents it to New York City for park concerts; and Harry Drinker, Philadelphia lawyer, who leads his guests in singing Bach and Brahms.

Knight MacGregor, of the New York City Rotary Club (classification: *concert singer*) created the part of Schubert in *Blossom Time* and has been a singer for many years, and supplied an appreciated part of the program at the recent Rotary Conventions in Atlantic City. Franz Schneiderhan, Governor of Rotary's 73rd District, has had a long and distinguished career in music in his native Austria. He is president of the "Mozarteum" International Foundation, and is widely known in Europe as a director of operas, theaters, and choral societies.

The list could go on forever and eventually it would include those modest but public-spirited business men who can be found at the head of local concert and orchestral committees, leading singing in their service clubs, spending their time, energy, and money on music. They do it not only because they love music themselves, but also because they recognize its importance in the development of any sane civilization.

I am thinking especially of men like Harry Ruggles, head of a Chicago printing concern and a charter member of Rotary Club No. 1, who started the grand old

custom of singing in Rotary Clubs. Also Walter Jenkins, a Y. M. C. A. secretary at Houston, Texas, a former Rotary District Governor and leader of singing at Rotary Conventions. And while speaking of Rotarians, I must not omit Arch C. Klumph, of Cleveland, Ohio, banker and lumberman, and former President of Rotary International, who played the flute in the Cleveland Symphony Orchestra for many years, merely as a recreation, and is today first flutist in a very capable nonprofessional symphony orchestra in Cleveland. This orchestra was conducted for many years by Rotarian Rudolph Ringwall, now Assistant Conductor of the Cleveland Symphony Orchestra.

There are thousands of such men. Every country can supply its list. Every Rotary Club, every Rotary District Conference brings them out. I find myself meeting them and exchanging musical ideas with them wherever I go. Perhaps it means that the old curse of sissiness has at last been removed from music—that a man can do a respectable job and make a more than adequate living without giving up his private inclination toward something that represents permanence of beauty.

"Charlie Chaplin's friends know him as a violinist..."



From City Slum

By John B. Tompkins

Journalist, Vancouver, B. C., Canada



Scholar at Oxford University realized that, and organized the Child Emigration Society. His name? Kingsley Fairbridge. He is now dead, but his work goes forward.

Though Kingsley Fairbridge labored practically unaided through many lean years, his efforts were at last recognized and rewarded by the Australian Government. It lent substantial financial aid to the project. Later, with Edward, then Prince of Wales, but now His Majesty, Edward VIII, at the helm, the farm-school movement took Britain's charitably inclined by storm.

Thousands of British boys and girls, picked from orphanages and the poorer districts of England and Scotland, have passed under the portals of the Fairbridge Farm School at Pinjarra, in Western Australia. Of every thousand, only six have proven unsuitable and 98 percent have remained "on the land." No better proof of the certain success of such a movement could be cited.

The original \$5,000 which the Prince of Wales donated



"BACK to the farm," cry the well-fixed city dwellers to less fortunate brothers in the slums. "Out where the air is fresh is opportunity for you."

Some men, with their families, have heeded that advice, but alas! The time-honored adage about old dogs and new tricks still holds good, a fact attested by many a dreary story of disheartened would-be farmers.

Nor is the record of young men, transplanted from city street to countryside, much better. True, a child does not have to be born with a piece of straw in his mouth to become a successful farmer, but it runs counter to human nature to expect an 18- or 20-year-old boy from a large city to live contentedly in a rural district.

Yet transplanting the city's overflow to the country is not impossible *if* you start early enough. Youngsters from 8 to 12 and 14 years of age can readily be adapted to almost any type of living—and can be made into first-class farmers and farmers' wives.

Thirty years ago—in 1909, to be precise—a Rhodes

as his contribution toward the rehabilitation of Britain's poorer classes and the erection of the first Canadian farm-school, was well spent. This first British-financed Canadian unit in a projected Canada-wide chain is the Prince of Wales Fairbridge Farm School near Duncan, on Vancouver Island in the Province of British Columbia. Picturesquely nestled in the heart of a rich mixed farming area, this 1,000-acre farm has become a virtual paradise for 41 children who have never known anything better than poverty. They have already demonstrated by their enthusiasm that they are destined to be a new generation of first-class farmers and farmers' wives.

Three hundred acres of this farm are already under cultivation. Well stocked, it consists of excellent bottom and bench lands, rough pasture, semi-cleared and uncleared lands, and an adequate supply of water. To

To Country

quote the Fairbridgers themselves, "Such a property offers a very pleasant and suitable place for *our* children to grow up in and in which to get their training for their livelihood in their mature years."

After graduating from the Prince of Wales Fairbridge School, on Vancouver Island, usually at the age of 16, boys are given jobs on British Columbia farms, and girls are placed in British Columbia homes as "domestics." Their employers contract to pay them half their wages and turn over the other half to the school trust fund. Thus, as the graduates grow older and as their share in the trust fund grows, they will become more financially able to own farms of their own. No effort is made to force the child-farmer-immigrants to stay on farms, those preferring urban life being given every assistance within reason; but the direct aim of the project is to promote farm life.

Canadian businessmen have joined in the support of the project. They are foresighted enough to realize the potential importance to the Dominion of a new generation of well-trained, Canadianized farmers in the sparsely settled rural regions. They understand, too, the danger

that exists in the prevailing absence of openings for juveniles in the city. The curse of any nation is a body of adults who have never known anything better than unemployment, and who are incompe-



"Thousands of British boys and girls, picked up from orphanages and the poorer districts . . . have already demonstrated by their enthusiasm that they are destined to become a new generation of . . . farmers and farmers' wives."

A typical livestock ranch, producing a fine breed of Hereford cattle, southern Alberta, Canada.



tent or unwilling to maintain themselves by the fruits of their own efforts.

Kingsley Fairbridge's vision is being vindicated. The unfortunate children of poverty, poorly clothed and undernourished, are being taken from slum areas to the country where they have a chance. In some instances, recipients of the movement are children who have been abandoned by poverty-stricken, discouraged parents. They respond wholesomely to their new environment. But, of course, it is not enough merely to take them to rural districts; the follow-through of training is important if they are to succeed there.



Kingsley Fairbridge

Thus the idea, started on a shoestring by a socially minded dreamer, is taking on and spreading to every spot on the globe where the Union Jack is staffed. Fairbridge memorials in the form of new farm schools are continuously being planned. In Great Britain, a \$500,000 fund is now being raised to establish more such schools in Canada.

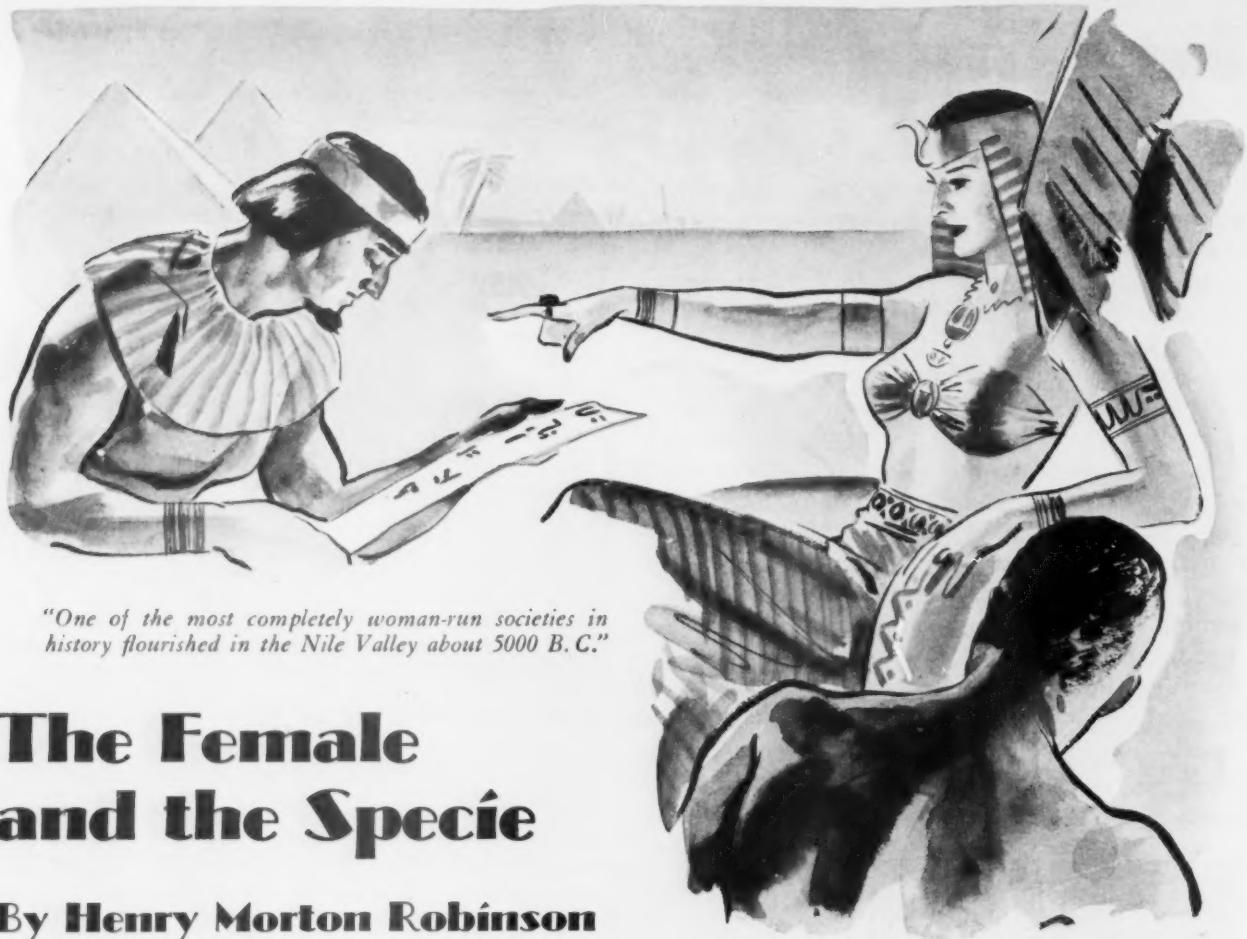
And the words of Kingsley Fairbridge, himself, are becoming prophetic:

"I saw great Colleges of Agriculture—not workhouses—springing up in every man-hungry corner of the Empire. I saw children shedding the bondage of bitter circumstances and stretching their legs and minds amid the thousand interests of the farm. I saw waste turned to providence, the waste of unneeded humanity converted to the husbandry of unpeopled areas."

It is regrettable that Fairbridge could not have lived to see the fruition of his idealism. As the children rescued from unwholesome city environments mature in rural regions, the movement is destined to make an increasingly notable contribution to society.

Kingsley Fairbridge's work is of the sort that never dies.

Photo: Department of Interior, Canada



"One of the most completely woman-run societies in history flourished in the Nile Valley about 5000 B.C."

The Female and the Specie

By Henry Morton Robinson

Illustrations by Wendell Kling

IN THAT famous, long-extinct Egyptian dynasty of the Ptolemies, the royal women exercised an ascendancy over their menfolks on almost every plane of existence. Property transfer and the line of descent was through the mother; children even took the family name of the female parent. Political policy was fixed by women and religious rites supervised by them. One of the most completely woman-run societies in history flourished in the Nile Valley about 5000 B.C., and many historians attribute the high standard of Egyptian civilization to the matriarchal nature of its society.

But the woman-state of Egypt was a thin-edged-shadow when compared with the solidly buttressed matriarchy that is forming in the United States today. Even a brief examination of the economic setup here will reveal that the financial powers of the male are either static or dwindling, while those of the female grow mightier every year. True, our children take their name from the male parent, and the father is still the titular head of the family. But cold figures prove that woman is the potential financial dictatrix of today, and that the economic destiny of the United States is now in the hands of its women.

In making this statement I am not crying "Wolf!" or viewing the situation with undue alarm. I wish merely to remind my masculine readers that the women have

already achieved, to a high degree, the control of the nation's financial machinery, and that this control is likely to become absolute in the very near future. And probably the most amazing thing about the whole business is that this accretion of feminine wealth goes on independently of depression or prosperity; it mounts with constant acceleration and as yet shows no signs of slackening in pitch or power.

Woman's economic power manifests itself in three ways: (1) in her ownership of property; (2) in "earned income," derived from salary and wages; and (3) her position as the chief spending agency in our society. In all these departments women have been taking tremendous strides ever since the World War; today they challenge men in the first two brackets mentioned above, and utterly outdistance them in the third.

What part of the national wealth do women actually own? Well, as a fair index, suppose we begin by scrutinizing their share of the savings-bank accounts in the United States. The total number of depositors is close to 14 million, and the total deposits exceed 10 billion dollars. Thirty percent of these accounts are held by women alone; an additional 40 percent are held jointly by a man and a woman. Thus it appears that women are involved, either jointly or independently, in 70 percent of the savings accounts now held by our banks. This gives them the disposal, in whole or part, of 7 billion dollars of highly liquid wealth. Compare this figure with the bank hold-

ings of women 10, 20, 50 years ago, and the spectacular growth of woman's financial power is clearly visualized.

As owners of shares in listed corporations, women stockholders are contesting their numerical strength with men. The last available figures indicate that women own about 20 billion dollars worth of stock in American corporations. A survey of the investors in more than 40 large industries shows that women constitute 43 percent of the stockholders and own from 25 to 30 percent of the stock. In some companies, notably the American Telephone and Telegraph, more women than men own the outstanding shares.

The following tabular arrangement shows the percentage of women stockholders in some of the leading American corporations:

Corporations	Number of Women owning stock	Percent of total
American Tel. & Tel.	231,334	51
DuPont (E. I.) de Nemours	17,717	38
General Motors Corp.	122,836	40
General Electric	53,104	45
Illinois Central R. R.	8,470	40
National Biscuit	12,290	49
New York Central R. R.	20,805	40
Reading Iron	3,338	48
Standard Oil of Calif.	25,877	40
Standard Oil of N. J.	45,900	36
Swift and Co.	20,000	40
Union Pacific R. R.	19,344	43
U. S. Steel Corp.	69,806	36
Wrigley (Wm.) Jr. Co.	3,200	50

Women are the great beneficiary class in life-insurance policies. They appear as beneficiaries in four-fifths of the 100 billions of life insurance now in force in the United States. Last year the wives, mothers, and daughters of insured decedents received approximately a billion dollars in death claims. They will receive a larger amount

this year and an increasing amount every year hereafter. As the life-insurance "kitty" grows in this country—and it is already an incredible pot of gold—women emerge as the only ultimate winners.

When millionaires are mentioned we generally think in male terms, yet—according to United States income-tax returns—there are 3,000 women in the country who are worth more than \$1,000,000. The ratio of female to male millionaires in 1929 was 1 to 5; it is now 2 to 5—an increase of 100 percent during the depression! Of women multimillionaires, there are 400 in the United States whose total holdings exceed \$3,000,000. They are not all aged widows either—nor are they all married to titled fortune hunters. Many of these women are either unattached or married to American men of their own class. Their money will stay in the United States and no one doubts that they will exercise a healthy independence in investing and spending it.

NEARLY 11 million women told census enumerators in 1930 that they were "gainfully employed." Of this vast number—more than one-fourth of the total job holders in the United States—1,500,000 are classed as professional women: teachers, nurses, doctors, and lawyers in numbers which are approximately equal to professional men!

Salaries of professional women average \$1,200 a year, which gives them an annual income very close to 2 billion dollars. The average wages for the remaining 9½ million female workers—secretaries, clerical workers, factory employees, and domestic servants—can be estimated at the conservatively low figure of \$500 a year. The total wages paid these women approaches the 5 billion mark. Summing up these figures, it appears that the working women of the United States received nearly 7 billion dollars in "earned income" in 1935.

Putting it fantastically, we might say that in four or five years their wages alone could wipe out the United States' national debt!

Not that anyone expects it to be used in this manner! No indeed, for the women have very pronounced notions

"But cold figures prove . . . that the economic destiny of the United States is now in the hands of its women."



as to how and where they will disburse their money. The simple fact is that women are overwhelmingly dominant in the spending rôle. Charles M. Schwab once suggested that women should spend their husbands out of the depression, and to give the ladies full credit, they have done their best to follow Mr. Schwab's advice. Not only do they spend what they earn themselves but, what is infinitely more important, they spend the colossal sums which are constantly entrusted to them as housewives and domestic managers.

CONSIDER the enormous amount of money expended on "consumers goods"—roughly, 70 billion a year! And when you learn that women have the uncontrolled spending of 80 percent of this vast amount, it requires no great gifts of penetration to understand why the women of the United States now constitute as a group the greatest single financial force that has ever existed, anywhere, at any time in the planet's history.

Last year, American women spent 24 millions on food, 11 billions on clothing, 20 billions on "general merchandise"—and hugely influenced the spending of all the rest. Their strength as controllers of retail demand is realized by every automobile maker, food, drink and tobacco manufacturer, by every radio and furniture designer—in short, by virtually everyone who has anything to sell.

Nine-tenths of advertising is focused directly upon the feminine purchasing nerve; few advertisers make any pretense of consulting the male earner. It is the feminine spender that they are after.

This state of affairs is not because women are more gullible or openhanded than men. The plain truth is that they have taken over the whole *function* of buying and exercise it, as such things go, rather well. But whatever reason we advance for their possession of this vast purchasing power, it must certainly be regarded as the strongest link in the chain of financial domination that women are forging today.

What are some of the implications of the present "matriarchal" economic set-up in the United States? Hard-skulled masculine minds will be inclined to discount the importance of women as a financial power. They will point out that much of the property listed in the name of women has been transferred to them for legal reasons by their husbands, who still control its sale or use. Conceding that this is a common practice, it will also be admitted, by anyone familiar with the situation, that it is much commoner to deed property to a woman than to get it back again.

No figures are available on this point, but it would be expressing a conservative opinion to say that three-fourths of all property transferred from husbands to wives will never be returned. Or even asked for. It will remain till the end in the custodianship of women who will, in the final analysis, have the tremendous power of bequeathing it to their heirs.

In the case of stock ownership in corporations, it can be quite justly claimed that the powers of women are

subject here to certain qualifications. Woman rarely "vote" a controlling percentage of shares, and their representation on directorate boards is indeed small. Likewise, feminine participation in the management of large corporations is negligible. These facts are at present incontrovertible and may remain so for some time. But it is unreasonable to suppose that as women grow more conscious of their financial position, they will docilely submit to the "superior" judgment of masculine directors and managers.

It is not too fantastic to imagine, for example, that women of the nation might exert at some future date a very considerable influence in the steel, petroleum, and explosive industries to prevent the manufacture of war commodities. Even at the present time there is a well-developed movement among women stockholders for concerted feminine action in financial matters.

"Women must organize," says Catherine Curtis, a leader of the movement, "to protect their investments in the face of jittery man's queer business and legislative antics."

Such organization may remain for some time in a formative state; it may never crystallize sufficiently to differentiate the sexes in their common interest in profits. But it requires no prophet to predict that the future economic power of women will be felt chiefly in two ways: as earners of larger salaries, and as more intelligent purchasers of consumer goods.

Legislation plus feminine achievement in industry and professions are continually tending to bring women onto a plane of parity with men in the matter of remuneration. Women's wages, significantly enough, are no longer regarded as "pin money" or as a meager addition to the family income. Today a woman's pay check is the badge of her economic independence, and frequently is the chief source of income to the family group. Present-day tendencies point to the strong probability that there will be no future discrimination against women in the matter of wages.

FINALLY, women will become increasingly important as the great buyers of the nation. The housewife's purse is the cornerstone on which the American system rests. It is in the field of retail purchasing that women will make their influence felt most constructively, by demanding higher standards of quality in the goods and service on which they spend the nation's money. The shrewd businessman of today, realizing this tendency, will foster, anticipate, and capitalize on it; he will be at one and the same time the guide and the exploiter of the vast purchasing power that lies in women's hands.

And as for the American woman herself, perhaps she will have to pass through a process of education, possibly reeducation, before she becomes a thoroughly competent purchasing agent. The office is hers without question or competition. Is she, both as an individual and as a member of a sex group, wholly conscious of the responsibility and opportunity that come with the spending of 60 billion dollars a year?



In Australia, South Africa, Europe—in short, everywhere Paul Harris has gone as an ambassador of Rotary—he has planted trees as a living symbol of Rotary fellowships. This picture was snapped on his tour of South America.

A North American Looks South

By **Paul P. Harris**

President Emeritus, Rotary International

FEW North Americans who have not travelled that way realize how much alike are South and North America. Thinking of Amazonian jungles, of rubber and coffee, they forget that south of tropical South America lie vast territories occupied by the great plains, the rugged mountains, and the vast fields of grain so characteristic of Canada and the United States.

My recent trip to South America, which took me to eight countries of that great continent, was in a sense a voyage of discovery. Fascinating were the discoveries of geographical and economic facts which, although I had read of them, had to be met with at first hand to be appreciated. Inspiring was the beauty of the cities and the depth of the cultural life of these peoples. But even more impressive was the realization that we of the Americas, though living on the same continent, are in some ways worlds apart.

It is natural that, as an ambassador of goodwill for Rotary International, I should have been particularly sensitive to the sentiments and feelings between North and South Americans. I recalled while on my trip an address given by Norman Angell, famous English writer, before the Chicago Rotary Club, in which he stated that misunderstanding is the one great cause of international strife.

Wherein the Founder of Rotary reports on his recent journey to South America and presents some cogent points for thought.

I was frequently reminded also of the words of another commentator, Rotarian Clayton Sedgwick Cooper, a member of the Rotary Club of Miami, Florida, who has travelled extensively in South America. He wrote, in one of the several books on those lands which I read before leaving, that one of the principal reasons for the lack of understanding between the Americas is the feeling of superiority expressed in the manner of the North Americans.

I am afraid that no one can deny the truth of that statement. I must admit with equal frankness, even at the risk of appearing disloyal to my own countrymen, that while Canada and the United States are superior in industrial and material matters, the upper strata of South Americans are ahead of us in many respects. We have more to learn from them about the fine art of living than the average North American dreams of.

As an envoy of Rotary it has been my high privilege to visit many parts of the world. Everywhere I have discovered values in which the peoples of one country are the superiors to those in other countries. The simple truth is that North America leads in some things, South America in others.

Such a simple truth, yet its wider recognition would

do so much to further international understanding.

It is of course quite natural that North and South Americans have a quite different outlook on life. To begin with, there are the racial differences. Beauty and the cultivation of the *beaux arts* means much more to South Americans than to most of us of the North. It is natural, therefore, that they should look to Paris rather than to New York or Washington for their inspiration. The magnificent cities—and I say without reservation that I consider South American cities to be among the most beautiful in the world—are built on the European rather than the North American pattern.

JUST as we who sometimes call ourselves Yankees are inclined to caricature other peoples, so the South Americans sometimes exaggerate some of our faults and overlook some of our good qualities. I frequently met polite yet unmistakable evidence that many Latin Americans distrust North Americans. They feel we have been overly aggressive, and they express wonder as to what we are going to do next.

To cite but a few examples, the genial and friendly President of Uruguay, who was one of the five Presidents with whom I had the honor of an interview, felt that Americans charge exorbitant interest on their loans. In Colombia, our nearest South American neighbor, I found a feeling that the United States had not been ethical in its handling of the Panama Canal rights. In other countries I met with a prejudice against the U. S. A. for its acquisition of Mexican territory following the Mexican War.

This is not the place to discuss these charges; the fact remains that, whether they are founded on fact or fancy, to many South Americans the United States is a Colossus which has not always been beneficent in its dealings with smaller and weaker countries. "And if the United States should decide to expand southward, what would become of the smaller countries in the way of such expansion?" is a question I frequently was asked.

In a word, many South Americans distrust and misunderstand us just as we of the North often misjudge them.

How can this unfortunate situation be corrected?

Rotary is one potent force which can overcome and is overcoming this mutual misunderstanding. Rotary entered South America in 1918 with the establishment of a Club in Montevideo, Uruguay. The founders were Herbert P. Coates and Charles Ewald, of that city, and William Dawson, then United States Minister to Uruguay and now Minister to Colombia.

Less than 20 years later, we find 193 Clubs and 5,437 Rotarians in the nine South American countries where Rotary's wheel turns—Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, and Uruguay. In Chile alone there are 56 clubs and 1,500 members.

Rotary has served to promote goodwill between the countries of South America. For example, bad feeling existed between Peru and Chile for nearly 50 years after the great war of the Pacific in the '70's. There were no

points of contact and every relation between the countries was suspended. Then it occurred to the Rotarians of Chile to send Christmas greetings to those of Peru. Peruvian Rotarians sent New Year's greetings in reply, and through this simple wedge was opened a channel through which cordial relations have been resumed between the two countries.

During the war in Gran Chaco, the Rotary Clubs of LaPaz, Bolivia, and Asuncion, Paraguay, looked after the prisoners of war in their respective countries, some Rotarians in Argentina acting as go-betweens. This work was praised by the Red Cross, and helped bring about a closer relationship between the countries after the war, several Rotarians serving on the Peace Commission.

It has been related by several prominent South American Rotarians that during the period of the war, a Rotary button often served as passport while travelling between the belligerent countries.

Perhaps even more important as an example of Rotary as a force for international understanding is the "Institute Cultural" of the Buenos Aires Rotary Club. This institute was organized to encourage a more friendly relationship between the Americas. In it, 3,000 young people attend classes where they learn to speak English, hear talks on life in the United States, and learn all they can about cultural differences and similarities in the various sections of the American hemisphere. It was my pleasure to address this group, and I found them interested, charming, and responsive—three characteristics which are universal among South Americans of all ages and status and which cannot fail to impress the North American visitor.

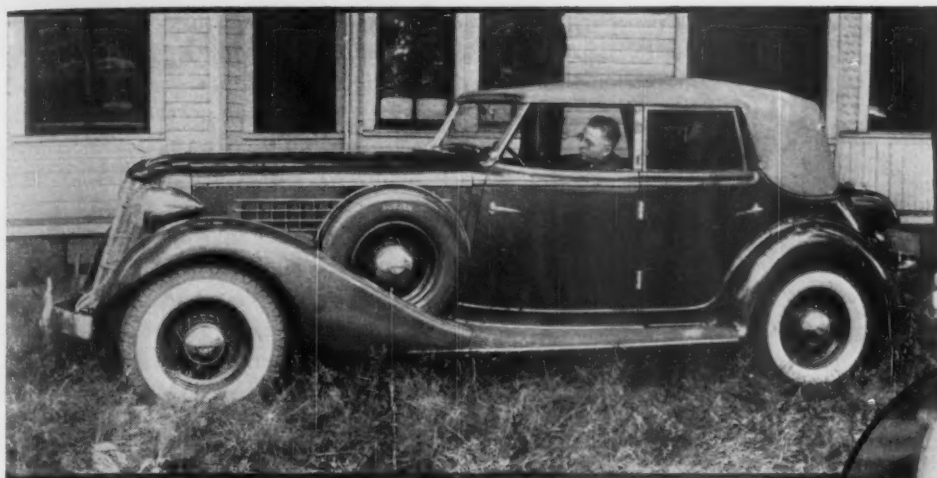
THE Rotary Caribbean Conference, which will be held in Havana, Cuba, early next year is another force which serves to unite the Americas, as are the Pan-American Conferences, organized 46 years ago, the next of which will be held in Buenos Aires in December, 1936.

Through such conferences, and through exchange of visits, correspondence, and speakers, it may be hoped the present lack of understanding between the peoples of North and South America may one day entirely disappear. That is the objective of all sincere Rotarians.

If there is any outstanding need in the family of nations, it is that the people of the two Americas understand each other. They are the complement, one of the other. To the strong practical qualities of the North Americans, add the charming grace of the South Americans and the result will mark a new epoch in the evolution of mankind.

In many respects our South American visit was the most enlightening of all. We found more to learn and more false impressions to cast aside.

When our ship raised anchor one moonlit night in the beautiful harbor at Rio Janeiro we felt that the gods had been kind in granting us a great adventure; that our lives had been immeasurably enriched by contacts with fellow creatures living down below the equator, who cannot, in truth and sincerity, be classed as anything less than lovable.



The author in his Diesel-powered automobile, which he drove 3,000 miles at a total fuel cost of \$7.63.

Below: Dr. Rudolf Diesel, whose work on compression-ignition engines led to the present Diesel engine.

Herr Diesel Started It

By C. L. Cummins

President, Cummins Engine Company

WE are on the brink of one of the major shifts in the world's sources of power. If you think this is a sensational prediction, put it away in your tickler file marked "January 1, 1940," and see what you think of it then in the light of intervening developments in the field of Diesel power.

The files of the patent offices of the world are literally choked with designs for internal-combustion engines which it was hoped would give as good service in automobiles as the conventional four-cycle gasoline engine, yet consume less fuel or operate on cheaper fuel.

Steam-propelled automobiles came—and went. Two-cycle gasoline engines of dozens of designs have been tried—unsuccessfully. The first really hopeful development in this field of transportation has been the result of the work of a number of engineers and inventors, and especially Dr. Rudolf Diesel, of Germany, whose name has become inseparably associated with this type of engine.

Today the name "Diesel" is on every tongue. We have Diesel motorboats, Diesel locomotives, Diesel submarines, Diesel airplanes, Diesel transoceanic ships, Diesel automobiles, trucks, and tractors.

This general type of engine is about as old as most of us Rotarians. The exact origins are so hard to trace that anyone who attempts to say, "The Diesel engine was invented in such a year by So-and-so," would have to dodge quickly to avoid the shower of missiles thrown by persons who hold other beliefs.

As far back as the 1870's, experiments were being made with compression-ignition engines, blood-relatives of the present Diesel. Two English makers of that time were prominent, Priestman and Hornsby-Akroyd; probably there were others in other industrial countries. Herr

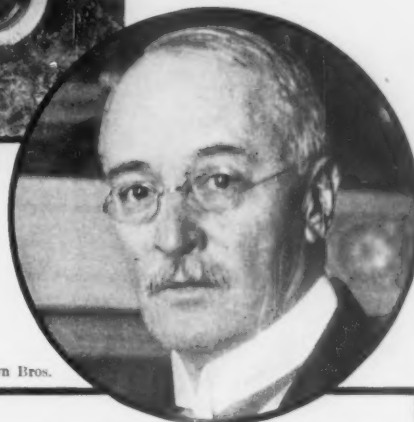
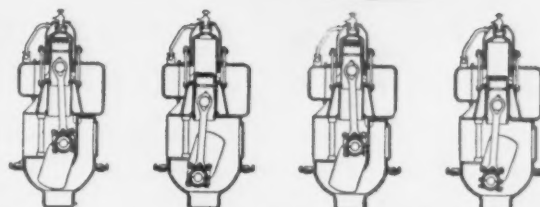
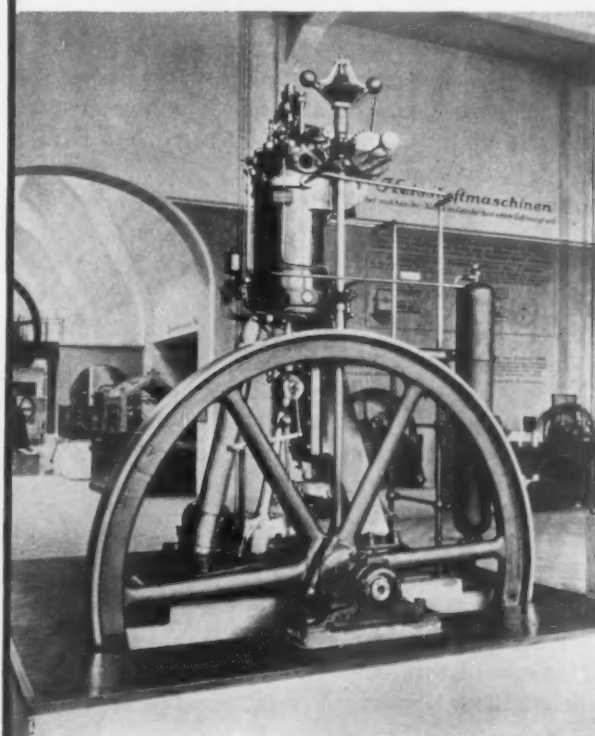


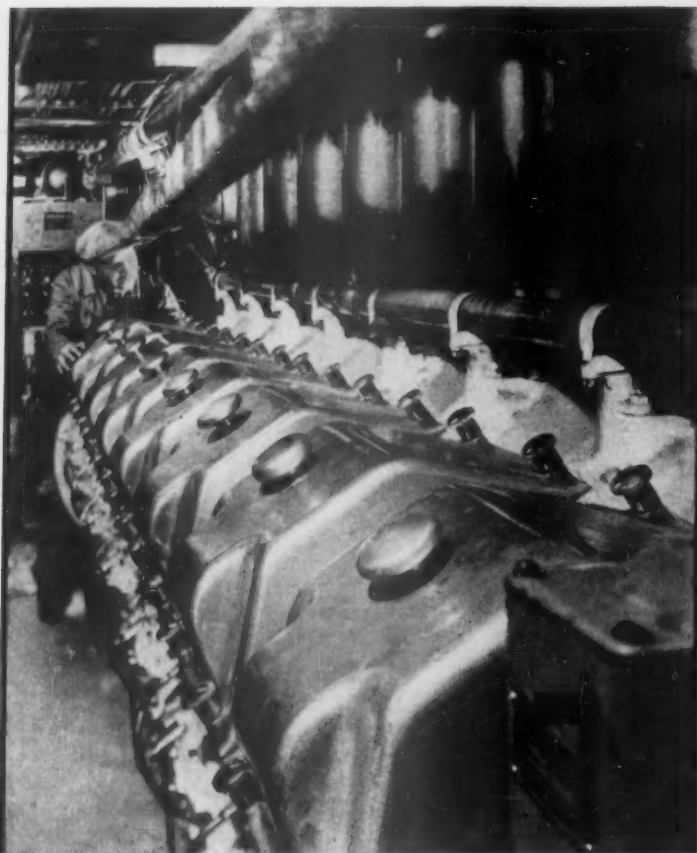
Photo: Brown Bros.



Courtesy of Worthington Pump & Machinery Corp.

Sketch above shows strokes of the four-cycle engine. Below: First Diesel motor, now in the Munich Museum.





This Diesel engine takes the Union Pacific Los Angeles-Chicago streamlined train across the Continent in less than 40 hours.

Diesel (who, by the way, was born in Paris in 1858 and died tragically in 1913) developed an engine in the '90's which was of the air-injection type and was intended for burning coal dust. Inventions in one country and another, graftings-on of this idea and that, contributions here and improvements there, have turned Herr Diesel's original invention into a truly international development, and into one which, I believe after 20 years of study in this field, will be a truly important factor in the future of transportation and power.

Diesel engines became front-page news in the United States in the summer of 1935 when I drove an ordinary stock chassis of a well-known make of automobile across the continent from New York City to Los Angeles at a total fuel expense of \$7.63. The trip was made in about the same fashion as an ordinary householder drives his family across the country—not by the shortest possible route, but over a total distance of 3,774 miles. The car gave 34.62 miles per gallon of fuel, and the fuel used was ordinary furnace oil, such as thousands of Americans burn for heating their homes—cheap stuff which sells at a fraction the cost of gasoline. The only difference between this automobile and a stock automobile of the same make was that mine used a Diesel engine in place of a gasoline engine, and that we had made a few very minor alterations in the chassis to accommodate the slightly different dimensions of this power plant.

This was not a freak stunt. As a matter of fact, I am

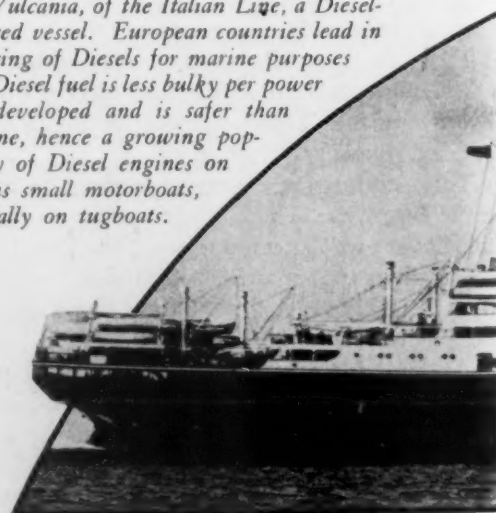
today driving this same automobile regularly. You, accustomed to driving a gasoline engine, could climb into the driver's seat, turn the accustomed gadgets and step on the usual pedals. Away you would go with no noticeable difference, though some expert drivers after trying it have told us that they get a feeling of rather more dependable power than with the ordinary gasoline engine.

Boiled down to simplest terms, the only essential differences between a Diesel and a conventional gasoline engine (Ford, Buick, Daimler, Renault, Citroen, Fiat, Mercedes, Benz, Hispano-Suiza, etc.) are (1) the Diesel burns oil instead of gasoline (essence), and (2) instead of requiring an electrical system (spark plug, timer, generator, etc.) to ignite the fuel-air mixture, ignition is accomplished solely by the heat of compression. Thus, it will be obvious, two advantages are immediately gained: economy, because of the use of cheaper fuel, and safety, because of absence of sparks.

We prophesy a major trend away from gasoline engines and into Diesel engines for a large number of automotive tasks—but by no means all. We believe that the gasoline engine has a definite place in the field of transportation, and in the present development of the Diesel we see nothing to indicate that it will completely replace gasoline. If we get Diesel engines into one-third of the automotive vehicles in the world, we shall be doing about as well as we can expect. Even that will not be a negligible achievement, and it is distinctly a probable one.

I base my guess about the future of the Diesel in the automotive field on the present stage of the art. As yet we have not found how to make them as inexpensively as gasoline engines can be made. We have not managed to make them altogether as quiet at low speeds as are the very expensive, very precisely machined top-quality automobile engines in the very best cars, although on the

The Vulcania, of the Italian Line, a Diesel-powered vessel. European countries lead in the using of Diesels for marine purposes . . . Diesel fuel is less bulky per power unit developed and is safer than gasoline, hence a growing popularity of Diesel engines on various small motorboats, especially on tugboats.

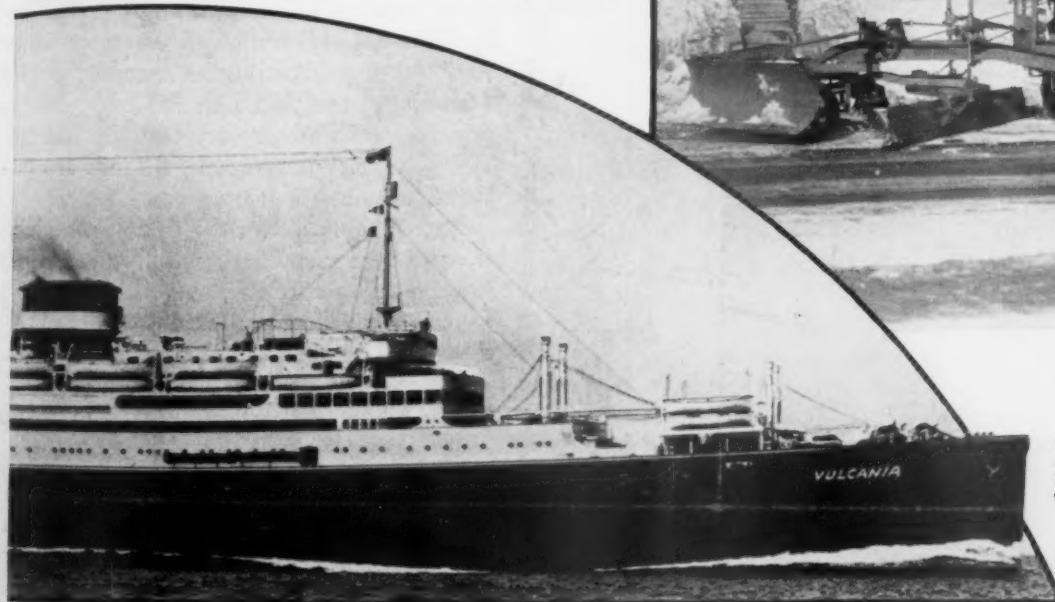
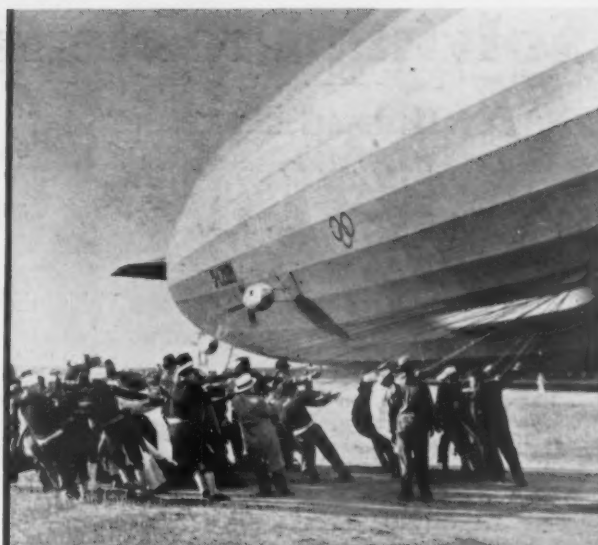


The Diesel-powered Hindenburg crosses the Atlantic in 61½ hours. . . . On rail or on road, this Diesel-equipped truck rolls efficiently along. . . . A municipal snowplow in Lewiston, Maine, operated by a sturdy Diesel engine.

highway we show noticeably less noise because our engine runs at about two-thirds the speed to accomplish the same rate of travel, and we therefore avoid the high-frequency noises found in the gasoline-powered car. So we are contenting ourselves with predicting that in the field of passenger cars they will take over only those tasks where the per-mile cost is of major importance. The small family car which is driven 10,000 miles a year may never become Diesel-engined, since first cost will there continue to be the prime factor. For a similar reason, the millionaire's luxurious limousine may never turn to Diesels.

As for the real utility jobs of passenger and freight transportation, I believe we shall have this almost entirely Diesel-powered within a very few years. The salesman or travelling auditor who drives his car (or his company's car) 30,000 miles a year will find he saves money by using a Diesel engine. The trucks which haul freight on the roads are already proving the economy of Diesel engines.

Today, approximately 2,000 trucks are using Diesel engines. Many of these have had several years of service, and some of them have rolled up mileage of nearly a million miles apiece. When freight rates in California were abruptly cut in half a while back, the gasoline-engined trucking companies went broke by the score. The truckers using Diesels continued making money, and by surviving the rate cut, forced the railroads which had asked for the cut to go back to the rate-making body and have the old rates restored. The incident is significant in our national economics because it proves that Diesel power can haul freight at a profit even at rates far below those at which coal- and gasoline-powered haulers lose money. As a matter of fact, [Continued on page 59]



Photos: Acme (except ship, Italian Line; snowplow, courtesy American City Magazine.)

Solving Problems for Vladislav

By Ferdinand Hyza

Governor, 66th District, Rotary International

LET US say that Vladislav is typical.

When his regiment returned from the Volga, there were a quarter of a million people out of work in Czechoslovakia. Despite this, he was able to secure his old job—at the glass factory in Prague. Although the “social wage” which had been established during the World War—a plan of paying workers on a sliding-scale basis according to the number of their dependents—had been abandoned as tending to reward fecundity rather than skill, Vladislav received a fair wage—Kc 20 a day (\$1.00). With it, he was able to support his mother, his sister, and his wife in comfort.

Then one day—an accident. Vladislav was disabled for life. What became of his family? Thanks to the foresightedness of the Czechoslovakian Government, they were provided for through the social-security laws, and

Social-security questions puzzle all countries. Czechoslovakia is well on her way towards finding a solution to the most pressing.

could count on receiving a pension as long as they continued to need one.

For while Vladislav and his comrades were adjusting themselves to a normal routine life after the irregularities of wartime service, the newly formed Czech Government had been wrestling with the mighty problems of post-War reconstruction. Faced with widespread unemployment, the rehabilitation of tens of thousands of returning soldiers and prisoners of war, the care of disabled veterans and of the families of the dead and wounded; with the conversion of munitions plants into peacetime industries, the stabilization of currency, and similar problems, the founders of the new Republic leaned heavily upon the Ministry of Social Welfare for basic solutions.

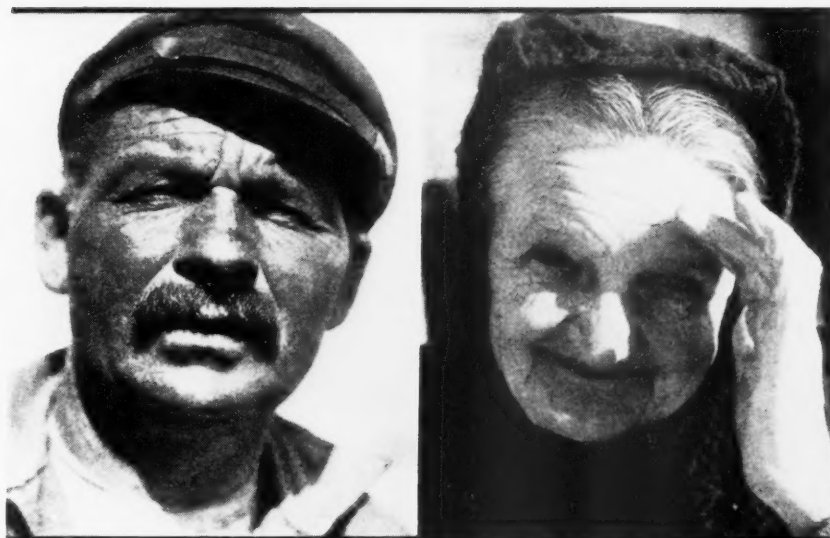
It was no simple task. About a third of the 14½ million people of Bohemia, Moravia, Silesia, Slovakia, and Carpathian Ruthenia—the component countries of the new nation—are farmers, fishers, and lumbermen. About a third receive their living from industry. And about a third depend on commerce, transportation, and other public and domestic services for their livelihood.

It would be tedious to list all the many occupations which are engaged in by Czechoslovakians. Beet-sugar manufacturing is one of the largest. Brewing (Pilsener beer was originated in Pilsen, Bohemia) is another. Making of the far-famed Bohemian glassware, coal mining, and manufacturing of textiles flourish. Chemicals, wood pulp, iron and steel products, porcelain and enamel ware, matches and fireworks, and novelties of various kinds are produced in quantities.

To appreciate more fully the magnitude of the problems that Czechoslovakian statesmen faced, you must realize, too, that Czechoslovakia is divided geographically into two very dissimilar regions. On the north and west, bordered by Germany and Austria, is the gently rolling and densely populated manu-



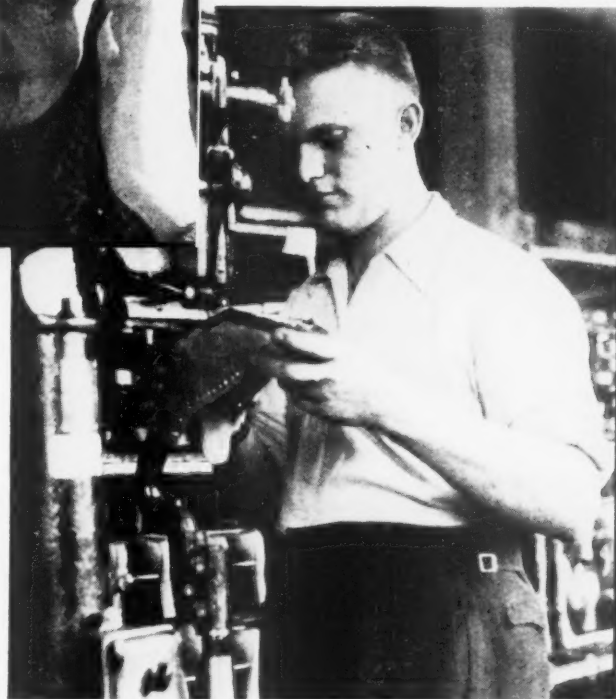
Built to hold 50 million insurance cards, this electrically operated filing cabinet is a marvel of ingenuity. A touch of the button, and the 10-foot steel drawers open or close. Other buttons move the desk like an elevator.



Photos: (left) H. Armstrong Roberts; (right) Hase from European

The protection of workers and the aged is a major Government concern. Typical are the Carpathian miner and the old Bohemian woman (left).

Below: A stitcher in a Czechoslovakian shoe factory. Of the 2½ million industrial workers in this country, nearly 100,000 are employed in the making of footwear.



facturing section. On the south, east, and northeast, bordered by Poland, Hungary, and Rumania, lie the sparsely populated mountains, among them the rugged Carpathians. Here, with the exception of a few mining districts, an agrarian life is followed.

Within this territory the size of the State of Illinois or the country of England (as deep—from north to south—as Belgium, and as wide—from east to west—as all of France from Calais to the Pyrenees) some 14½ million souls were suddenly faced with new problems by the Czechoslovakian Declaration of Independence of 1918. It was quite natural, under the circumstances, that the solution of social relationships should become the first order of business under the first President, Thomas G. Masaryk.

One of the earliest laws passed by the National Assembly was that regulating hours for the Vladislavs of the land—the Eight-Hour-Day Law. Closely related to this was the establishment of regulations for workers in their homes—termed “cottage-industry workers.” This legislation was a step toward the elimination of the “sweatshop,” a problem which faces every industrial nation and has yet to be solved in several.

PROVISIONS for leisure-time activities, a natural concomitant of the foregoing laws, have led to state-organized encouragement of physical training, excursions, playgrounds, skating rinks, swimming pools, riding academies, group games, and similar activities. The *Sokol*, founded in 1862, similar to the German *Turnverein*, is one of the best-known gymnastic groups, and boasts over half a million members.

Land Reform, too, has formed an important part of the social reconstruction program.

To anticipate industrial troubles before they arose, laws were passed for the mutual protection of employer and employee. Among these were minimum-wage laws, arbitration-of-disputes laws, and profit-sharing regulations. A result of this policy has been a minimizing of strikes and lockouts. These laws have worked toward the establishment of close harmony between capital and labor.

In addition to the basic laws for industrial regulation, a social-security program was enacted in 1924 to insure all Vladislavs in the nation against sickness, injury, and old-age poverty, and their families against the death of the wage-earner. Under this program, all persons who perform work or render services under an agreement for work, service, or apprenticeship are covered. The administration is vested in a Central Insurance Institution, which works through a number of local groups.

Employer and insured each pay half the sickness contribution, and the State pays a subsidy for invalidity, old-age benefits, and widows' and orphans' pensions. The administrative bodies of all the insurance institutions are composed of representatives of the Government, the employer, and the insured.

The laws have been revised several times, and are altogether too involved for us to go into detail about them here. However, because social-security legislation is “in the air” in nearly every industrial country in the world, a few facts of general interest might well be mentioned.

Every worker who is employed by another person, and who is not provided for by other legislation or by special agreement with a public employer (e.g. municipal pensions, etc.), is entitled to social insurance after he reaches the age of 65 years, or after he has incurred a mental or physical defect (at any age) which makes it impossible

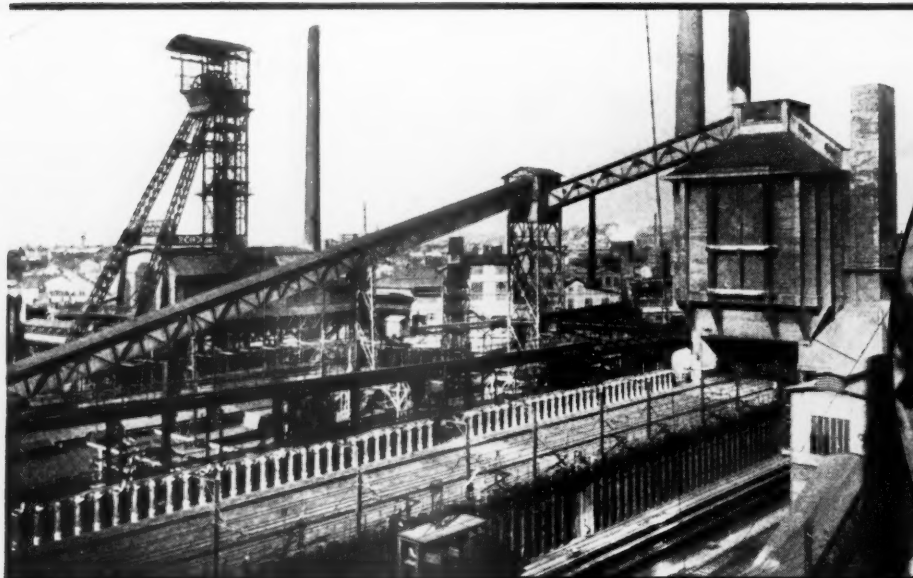
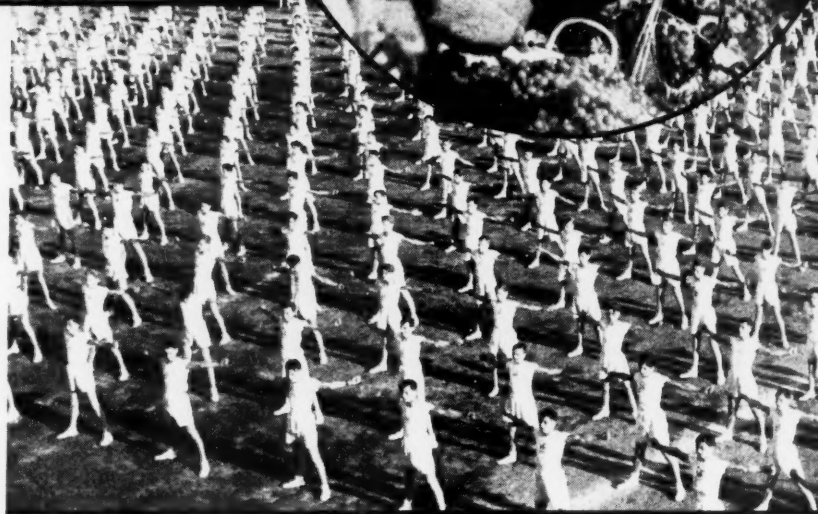


Photo: Cuda, Holice

Above: The coke ovens at one of Czechoslovakia's giant iron works, Moravská Ostrava . . . In Oval: Grape harvest in agrarian Danube regions . . . Right: A field day for enthusiastic young Czechoslovakian gymnasts.



for him to earn at least a third of the amount which can be earned by a normally competent workman. The amount of the contributions varies, of course, according to the workman's income.

The total annual disability pension consists of a fixed basic sum of Kc 500 (at the present rate of exchange Kc 20 equal \$1), plus one-fifth or more of the contributions which the person has paid into the fund.

The same allowance is paid in the case of persons who reach their 65th year. The widow of an insured workman is allowed a pension amounting to one-half of the insured's benefit. Orphans draw one-fifth that sum until they have reached their 18th year, and if they are without both parents, two-fifths.

The chairman of the Central Insurance Institution is appointed by the President of the Republic. Serving with him are 40 members, three-fifths of whom are elected and two-fifths, appointed. The elected as well as the appointed group must consist of one-half insured and one-half employers. The insured members of the Society (as the Institute is often called) also elect the representatives on the sickness benefit boards which keep the records, make the assessments, collect the contributions, etc.

MORE than 2 billion Czechoslovakian crowns (100 million dollars) were paid out in social insurance in 1933, the last year for which complete figures are available. Kc 91 million of this amount went to old-age pensioners, 190 million to accident-benefit recipients, a billion in sick benefits.

The social-insurance program, of course, is dependent in large part for its efficiency upon the employment and the wage situations. Both, as in other industrial countries, have suffered during the past few years. There are

about 800,000 unemployed workers in Czechoslovakia at present, while wages of Kc 18 a day are received by more than half the workers.

It can well be imagined that the machinery for handling the records of several million workers is cumbersome. As the amount of indemnity paid depends in each case upon a number of variable individual factors, data cards must be kept for each worker. There were 18 million such cards on hand in 1930—the fifth year in which the law was operative—and cards have since been coming in at the rate of $4\frac{1}{2}$ million a year. Quite a problem for any office administrator to solve—how and where to file approximately 50 million cards!

The first 3 million cards filed occupied a series of 120 cupboards with 3,600 drawers—and this was only a beginning. To take care of the cards that would have to be filed within the next decade would require so many such files that an extension of this system was simply out of the question. What to do?

At this point it is interesting to note that two Prague Rotarians came into the picture, the brothers Podhajsky. One of them, Mr. Jaroslav Podhajsky, is a founder of the Prague Rotary Club and is well known in Rotary circles as former Governor of the Czechoslovakian Dis-

trict (66) of Prague efficiency engineers Podhajsky, original and un-

The cabinets a from floor to ceiling the rolled-steel equipped with r

Because of th those working essence electrical touch of a butto left, to stop before are opened and lower drawers a ones have thus

On his recent President Ed. where he inspected unusual files.

Statistical sur vious to the ins showed that the 20 employees to c



Above: Patterns of such handmade lace are handed down for hundreds of years, mother to daughter.



Below: In Prague, a view of the Old Charles Bridge and ancient castle of the King of Bohemia.



Photo: (oval) European; (below) Centropress, Prague

(66) of Rotary International. Working with a
 que efficiency expert, Mr. Ferdinand Ludwig, the En-
 ers Podhajsky devised and produced one of the most
 inal and unique filing devices in existence.

he cabinets are arranged in tiers 16 feet high, reaching
 a floor to ceiling, covering about 4,000 square feet. In
 rolled-steel framework are 2,720 steel drawers,
 pped with roller bearings.

cause of the size of the cabinets, special desks for
 e working at the files were built. These are in
 ce electrically operated elevators, controlled by a
 h of a button, which rise or descend, move right or
 to stop before the drawer desired. The drawers, too,
 opened and shut electrically. Bending to reach into
 r drawers and standing on ladders to reach upper
 have thus been eliminated.

n his recent trip to Czechoslovakia, immediate Past
 dent Ed. R. Johnson visited the Central Bureau,
 e he inspected, and was much impressed by, these
 al files.

tistical surveys made by Rotarian Podhajsky pre-
 s to the installation of these unique filing cabinets
 ed that the new plan now in use at Prague enables
 employees to do the work which, with the old-fashioned

files, would require the services of 400 workers. This
 startling saving in overhead costs is a considerable
 factor in the economical operation of the bureau.

Czechoslovakia would hardly be so naïve as to say
 that her social-security troubles are now over. Every
 industrial country has its Vladislavs with their prob-
 lems, and must expect those growing pains which
 beset every living organism, biological or political.
 But we feel that with the establishment of the social-
 security files and their organization in a practicable
 way, our country has taken a long step toward the
 ideal of all good government—internal harmony.

No review, however brief, of the rise and growth
 of Czechoslovakia's social conscience can fail to take
 notice of the parallel development of Rotary in this
 country. In 1925 our first Club was organized at
 Prague, the capital. Rotary's stress on Vocational
 and International Service immediately appealed to
 the Czechs, whose rapidly growing industries were
 bringing them into touch with businessmen of other
 lands.

Today, there are 42 Rotary Clubs in Czechoslo-
 vakia with more than 1,000 members. They are
 organized as the 66th District of Rotary Interna-
 tional, and the high status of Rotary is evidenced
 by the fact that the Republic's Founder, Thomas G.
 Masaryk, is Honorary Governor of the District and
 his son, Czechoslovakian Ambassador to England,
 is an active member of the Rotary Club of London.



So—I Cover Rotary

Confessions of a Reporter

By Humphrey Owen

Illustrations by Gene Thornton

DID YOU ever look for adventure in a Rotary Club? Well, neither did I, but that was when I first started as a reporter for a newspaper in my home city of Lynn, Massachusetts, with a high-school diploma and a studiously cultivated and entirely superficial cynicism as my only recommendations for the position.

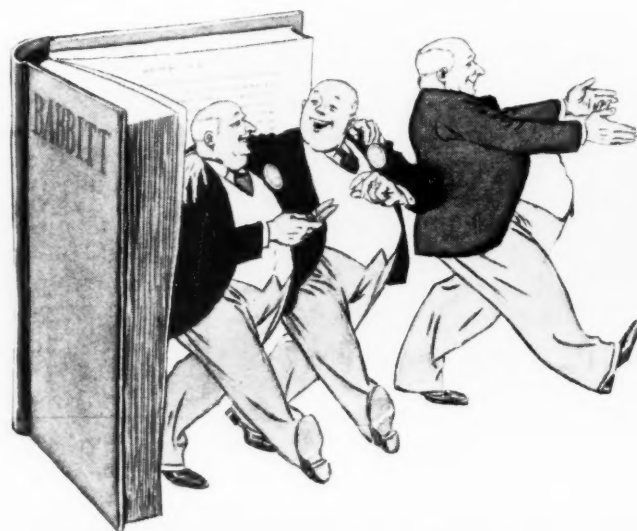
In our city we have the usual number of service clubs. My newspaper gave me the Rotary assignment four years ago. At the time, I didn't like the idea. It didn't exactly fit in with my self-construed ideas of the newspaper game, which meant to me at that time a constant succession of Big Stories. Rotary, I believed, wasn't a Big Story.

My knowledge of Rotary was, of course, elemental. I had always faithfully read the novels of those great and superior Americans who, by their very writings, signified themselves as aloof and above the common garden-variety of citizens. Rotarians, I had learned from these authors, were back-slappers, possessed of a blatant chauvinism which they never hesitated to express in strident voices (their voices were always strident) while travelling abroad, and who were banded together for the sole purposes of mutual admiration and the acquisition of new business for their respective fields of endeavor.

Visually, I had a pretty clear picture of them, drawn, of course, from my readings. Portly they were, undoubt-

edly florid of countenance, owning an extra chin or so, and Small Town in thought, manner, and action. Not exactly a flattering picture, but you'd be surprised at the number of novel-fed non-Rotarians who have that portrait firmly fixed in their mind's eye!

Well, gentlemen, when they sent me to cover the Lynn Rotary luncheon meetings, I wasn't at all enthused. Rotary didn't promise adventure, excitement, or thrills. Rather it foreboded an inevitable but necessary boredom.



And, as usual, I got what I didn't expect—adventure, and through adventure, a lot more. Oh, I don't mean the routine kind of adventure that leaves you gasping and your heart pounding. I found another kind of adventure; adventure that leaves you calm, and yet tugs at your heart—gently, but insistently, nevertheless.

I found adventures in humanity, gentlemen, adventures in human understanding, adventures in fellowship and the brotherhood of men; trite phrases indeed, but brought to life by Rotary. These were experiences that lifted life into the realm of adventure.

It was the humanizing part of Rotary that first got to me, and it didn't take very long. When I sat down at a Rotary table for lunch, I felt it necessary to make myself as inconspicuous as possible, to construct my usual wall of inferiority about me, as all good reporters do. News-men seem to have been taught—by suggestion primarily—that theirs is not a strictly honorable profession and that therefore social intercourse on the basis of equality with their fellowman—at least while they are at work—is not for them.

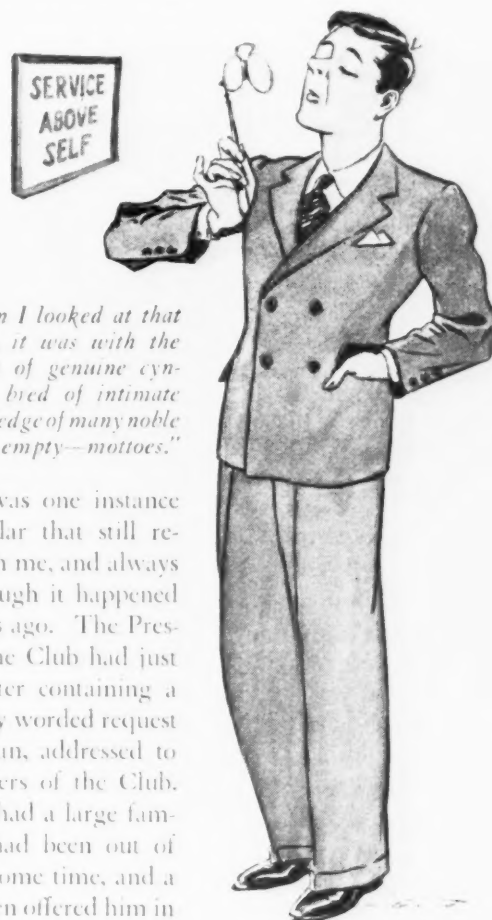
But those Lynn Rotarians tore down that wall. If they had been Paris Rotarians, or Miami Rotarians, or Toronto Rotarians, or Rotarians irrespective of sectionalism or nationalism, I am sure they would have done the same thing.

They tore it down before I even got it properly erected. They wanted to know who I was, and they didn't shrink from me (as I have seen many do) when I told them I was a reporter. They shook hands with me, not with that clammy lifelessness with which I am so well acquainted, but with *warmth* and *strength*. And they surprised me further by calling me by my first name, and talking with me about the government, the weather, taxes, their business, and my business.

I lunched beside millionaires (yes, even in these times)—I, a \$20-a-week reporter with two suits and an ancient Chevrolet—and they passed me the butter, and the salt and pepper, and helped me to the clam chowder.

"Service before self" was their motto, and although I'll

admit I was somewhat shaken by their kindness, when I looked at that motto, it was with the glasses of genuine cynicism, bred of intimate knowledge of many noble—and empty—mottoes. But they refitted those glasses with the lens of understanding.



"When I looked at that motto, it was with the glasses of genuine cynicism, bred of intimate knowledge of many noble—and empty—mottoes."

There was one instance in particular that still remains with me, and always will, although it happened three years ago. The President of the Club had just read a letter containing a pathetically worded request from a man, addressed to the members of the Club. The man had a large family. He had been out of work for some time, and a job had been offered him in Florida. It was in late Fall, and he wondered whether or not some Rotarian, who was planning to visit the South, might find room for him in his car.

As it happened, no member of the Club was planning to go South at that time.

There was a moment's silence and then a little, silver-haired Rotarian rose to his feet. "I haven't got a car," he said, simply, and not with that see-what-I'm-doing inflection, "but I'll pay that man's railroad fare to Florida."

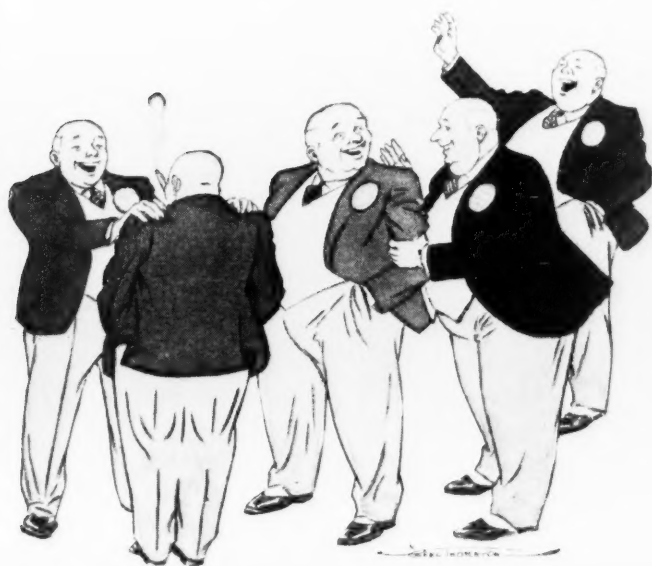
And then he sat down again, making himself as small as possible, while everyone in the room applauded.

Then there was another case; but this time it concerns me more directly.

I hadn't been feeling well for some time. Perhaps I had been living life a little too hard, or it may have been because I allowed my mind to dwell too frequently on the ever-present problem of making a \$20-a-week income equal a \$24-a-week outgo.

At any rate, I developed a nasty cold that clung to me with a tenacious persistency. I didn't feel as though I could afford a doctor, and then, too, I doubted the necessity of a doctor.

I went up to the Rotary luncheon one day feeling



particularly rocky. I was feverish and then chilled, by turns. My head rang and buzzed and I got off in a corner by myself while the Rotarians were standing about waiting for the meeting to start.

Now, mind you, to the lay eye, I would not have attracted attention. I was able to stand erect and even to pretend to manifest some interest in what was going on around me. Presently, I became conscious that someone was looking at me intently. I turned and saw a Past President of the Club. I knew his name and knew that he was a physician, but he did not know me. He knew only that I was a reporter—only that and nothing more.

Before the President banged the bell for everyone to be seated, the doctor came over to me, and placed his hand on my shoulder. "Well, young man," he said, gently, "what's the matter with you?"

I WAS feeling rather miserable by that time, the fear that I was going to be seriously ill preying on my mind. I told him my troubles and he looked at me through warm blue eyes. "Hah!" he said—and even the way he said "Hah!" was a vast comfort to me—"you just go home and take it easy for a day or so, and you'll be all right. You're tired, that's all."

I've never forgotten that incident and I never will. And the doctor—well, he's been my doctor ever since, although I'm sure he doesn't know the reason why—and probably never will, unless he should happen to read this.

I could take up the rest of this space with tales like that; of how my Rotary Club (I call it *my* Club even though I'm not a member) and its members are ever ready to give, and to continue to give, innocent, I know, of the complacency that so often goes with giving.

But I want to tell you, gentlemen, of the day they took me off Rotary, because it was really then when my eyes were finally opened to Rotary. It was, as I remember, two years ago. In the course of time, and the natural order of things, my paper acquired a new city editor.

Now, this city editor was, reverting to Yankee phraseology, "sot" in his ways. Extremely so, indeed. With him it was the city editor right or wrong, but still the city editor. And he didn't share my enthusiasm regarding Rotary. Attending Rotary meetings was, he informed me with his choicest variety of expletives, a double-blanked waste of time, and the

meetings themselves were of no news value whatever.

I objected mildly and then more strongly as he insisted I get the news of Rotary meetings over the telephone. We had quite a stormy scene in which he ascended to the heights of personal vilification, as was his wont in moments of anger, and he finally concluded with that argument from which there is no appeal, namely, that there were millions of starving young newspapermen who would be glad to have my position for half my wages, and would not give one solitary "damn" about attending a Rotary meeting.

Had the assignment been any ordinary assignment, I should have said, in typical newspaperman fashion, "Oh, whattheheck! Plenty of other jobs to do"; and let it go at that.

But for some reason which I didn't at that time understand, Rotary had got in my blood. I felt that the Rotary assignments weren't a *job*, but a sort of *privilege* which for some reason I had been lucky enough to get. So I felt "gypped" when the city editor said "No more Rotary," and I started to argue.

I didn't argue very long. After listening to me for a minute or two, the new city-desk boss said, "Listen! I'm giving orders around here, not taking them, and you can take your choice of dropping those Rotary meetings or collecting your time from the cashier. Now get out, I'm busy!"

And so there was no more Rotary for me. Later in the day I was puzzled to discover myself still seething inwardly with resentment. It intrigued me. I settled down to a little self-analysis. What did I care about Rotary? Was it the lunches for which I never paid? No. Was it the programs; the various interesting men I had heard speak, bringing messages of information and value? Still, no.

And then it came to me. It was the men there, the *friends* I had, the people I liked, and the people who, I think, liked me. It was the little adventures that happened there every week, glorious substitutes for the yearning of youth and, yes, of middle age, to sail uncharted seas and to set foot on unknown lands. That was Rotary!

Once having felt myself a part of it, even though an unofficial part, I missed it, and "hankered" to get back to it.

... Once again in the course of time and the natural order of things, my paper acquired another city editor ...

And so—I cover Rotary!



Jekyll and Hyde on the Highway

By A. J. Bracken

County Judge, Chappell, Nebraska

I AM a polite man. At least, I pride myself that I am courteous and pleasant to my fellowmen, and that I observe all of those little niceties of conventional behavior due from one person to another.

I have been taught from childhood that tipping my hat to a lady, taking the proper place as an escort of the fairer sex, and being respectful and considerate of the feelings of others is the proper thing to do; and I do it.

I would not presume to break in on the conversation of others, uninvited, or to display a pompous, brusque attitude toward those who enter my home or office.

All these and many other polite and courteous mannerisms I observe, as I make daily contact among my fellowmen, whether at home or abroad.

But when it comes to wending my way through crowded thoroughfares and along highways, through traffic, in my high-powered car, I find that I am a veritable Dr. Jekyll and Mr. Hyde. I have awakened to the fact that I am irritable and indifferent to the rights of others, that I have at times exercised coarse and inhuman individualism in maintaining the supremacy of my right of the road. I find that this attitude toward my fellow-travellers has grown upon me daily until it is a power and danger to be reckoned with by those who encounter me in travel. *Why is this?*

I, who have never been known to elbow my way on foot through crowds, who always take pride in the fact that I am kindly and generous, especially to children, the aged, and the infirm, have awakened to the fact that I am a very impolite, coarse, and inconsiderate person when behind the wheel.

Am I a polite man about town because I am fearful of physical attack, should I attempt to be otherwise? No, that cannot be the answer, for I know after strict examination that I bow to no man in physical fear. Is it because I like to nurse my ego and take pride in being considered polite and courteous? Perhaps to some extent, but I like to think that I am polite and considerate while about my daily tasks because it is a gentlemanly instinct and custom.

Custom, that is it. Now, perhaps I have a faint idea of why I am such an inconsiderate, blustering, ripping devil on the highways and in traffic jams. We are all creatures of habit and custom, and I presume I attained this habit of overrunning the rights of everyone else on the highway and letting the devil take the hindmost, because someone else in the early days of my driving career did so to me. The natural thing for me to do was to retaliate and as I could not do it to the one who so unmercifully overrode my rights, I subconsciously passed the in-

Why, pertinently inquires the author, do men who are perfect gentlemen while on foot become boors and demons on a turnpike?

jury to my feelings on to the next poor unfortunate who happened to be in my way of travel; and so it grew and became a *custom*, until today when I take my seat behind the steering wheel I assume the pompous egotistical attitude that I am out to take care of myself, and let the other fellow beware!

Now, I realize that all this is a bad thing for me, that it is weakening my character and self-respect, and moreover it may result in my maiming or killing some unfortunate stranger, some member of my family, or myself. And yet, how am I to overcome such an attitude which has been built up in me during years of driving?

Am I to go carefully along the road, pulling off to one side while others less considerate go blithely by? Am I to lag along behind some old wheezing "Model-T" making its progress of ten miles an hour up some long steep hill? Am I to bring my car to a full stop at all STOP signs and railroad crossings, even when there is nothing approaching so far as my eye can reach? Am I to dim my lights and go along in semi-darkness while the oncoming highfalutin speed-king blinds me with his bright lights?

In other words, am I to observe all the rules of courtesy on the highway that I do as a gentlemanly man on the sidewalk?

Yes—I must break myself of this dual personality if I am honestly to call myself a consistently polite and courteous gentleman.

WILL it be an easy habit to break myself of? No, I rather think that 'mid the stress and hurry of the busy day, when my nerves are taut and time may mean the earning of another Almighty Dollar, I will forget myself and be inclined to fall back into that old insolent "take-care-of-yourself" attitude. But I can try. I know that each time I observe some nice little courtesy of the road, I will feel better about it and will have set the example for someone else who has fallen into this old dangerous and discourteous custom.

Further, I will not run the chance of being compelled to stand by and witness the poor torn and bleeding results of my arrogant haste and know—regardless of my audible protestations to the contrary—that I was to blame.

Finally, in the exercise of a reasonable restraint upon my passions and prejudices while on the highway, I may escape the front-page casualty lists a while longer and in consequence enjoy a few more days on this mundane sphere from which, after all, I am reluctant to depart.

The ROTARIAN

Published Monthly by
ROTARY INTERNATIONAL

35 East Wacker Drive, Chicago, Illinois, U. S. A.

THE Objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- (1) The development of acquaintance as an opportunity for service.
- (2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.
- (3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
- (4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

Editorial Comment

Dark Days

FROM Rotary Clubs in Spain there is, as these lines are written, little news. The scanty reports that have filtered through, however, confirm the impression that Rotarians there are sharing the travail of their nation.

It was just 16 years ago this month that Rotary was introduced to Spain with the establishment of a Club at Madrid, the capital. The movement there has grown, supplying not only its own leadership but officers for Rotary International. The current *Official Directory* lists 27 Clubs with a total of 745 members. Orviedo, San Sebastian, Sevilla, Barcelona, Toledo, Ceuta, Valencia, Madrid—these are but a few of the cities of Spain in which there are Rotary Clubs—and Rotarians, even as you and I—and in which there has been strife.

Newspaper headlines are impersonal, but dispatches from Spain carry overtones of personal interest when one realizes that fellow Rotarians are there and are among those suffering losses which run the whole gamut of human values.

Emphasis Upon 'How'

"IN ORDER to understand our fellow men—and we must understand them if we are to live with them—we must understand both our own picture of things . . . and their picture."

The words are Dean Roscoe Pound's; belief in them is shared by all who have given five minutes of pure thought to the factors that make for peace. But, as Will R. Manier, Jr., President of Rotary International, recently told a group of Rotary newspapermen, "We as practical men are more concerned with the 'how' of things than the 'what.' The 'what' is usually pretty obvious."

In a broad sense, it is truth to say that Rotary is in itself an expression of a "how" technique. Some organizations seek to attain through corporate action the ends stated in Rotary's Four Objects. There are those within Rotary who would like to have Rotary International consolidate its strength and channelize it through some specific form of collective effort. But the genius of the

Rotary movement to date manifestly has been its quiet, steady emphasis upon the responsibility of the *individual*.

It is no trick to get signers to a petition. More than one practical joker has hoaxed people to affix signatures to a paper demanding their own death. It is easy to pass resolutions. Wastebaskets of the world are full of them. The weakness of petitions and resolutions is that they sap the will-to-do-something of the individual. They give him the misleading gratification of having made a contribution to a cause. His conscience is relieved. And the program falls down at the very point it should be most effective: his own daily action.

Rotary has no quarrel with groups that seek to achieve altruistic objectives through a dramatic crusade. That is their method; but it is not Rotary's. The characteristic "how" technique of Rotary is very old, very simple, very effective. It is grounded upon the importance of the individual. It respects his personality. It asks that he respect the personality and opinions of other individuals. It brings men together around the dining table, a place celebrated in sagas of the race as conducive to the cultivation of accord. It seeks through the interplay of fellowship, exchange of ideas in conversation and speeches, and shoulder-to-shoulder effort in committee work to create goodwill *and* the all-important understanding of the other's picture-of-things.

It's a Long Pull

THE NAME of Channing Pollock appears on the roster of no Rotary Club. Readers of his *The Long Pull* in this issue may wonder at that, for in his three-page article he plainly states the Rotary way-of-doing. It is not to wait for miracles or miracle men; it is for individuals to hunch their own shoulders to the wheel of a great purpose and to push with all of their *own* might. Results, as Mr. Pollock points out, often are amazing.

He might have cited Rotary as an illustration. Back in 1905, Paul Harris was one of more than a million persons living in the urban center at the foot of Lake Michigan. He had an idea which, after all, was not very different from ideas other men have had. But the difference is that he worked at his. It grew, and today social

scientists evince keen interest in the phenomenon of 172,000 business and professional men in some 80 countries striving to understand the picture-of-things not only in their own minds, but in their neighbors'.

It should not surprise anyone that Rotarians, being practical men, have a wholesomely small amount of self-delusion about what they can do to eradicate great abuses. They may be unable to stop "the next war," but they know that they can popularize individual attitudes which will lessen the probability of future resorts to armed strife.

Friends Don't Fight

FOR MY country to war with France," an American Rotarian said recently, "is unthinkable. I *know* Maurice Duperrey. England? There's Verral Reed and Eddie Robinson. Italy? My friend Governor Visconti lives there. Japan? Baron Sato is my friend . . ."

Nations are but the aggregations of individuals, and unquestionably the best way to promote peace is for men of goodwill of various lands to know each other. Mere physical propinquity doesn't *insure* understanding, but Rotary fellowship is an ideal medium in which to grow the culture of better relations, as thousands of Rotary travellers have discovered.

A statistical study, however, would disclose that a relatively small proportion of the world's Rotarians ever cross their national frontiers. But before passing on to speeches, correspondence, and other forms of international acquaintanceship one step removed from personal contact, everyone might profitably study the means at hand for person-to-person understanding.

Here the resourcefulness of Rotarians is both amazing and gratifying. Scores of Rotary Clubs are staging programs in which local foreign-born residents express themselves. Clubs in college cities and nearby communities frequently develop opportunities for students from other countries—potential leaders of a few years hence in their homelands—to know their host countries better.

In the United States alone there are 10,000 foreign students. Add those in other lands, and the total is impressively large. But statistics do not tell *all* the story. These migrant students are young people away from home, often lonely, who frequently undergo extreme privation to secure an education. They are especially appreciative of such courtesies as Rotarians can give—informal week ends in homes and tours through stores and factories.

Opportunities of Clubs near national borders are not being overlooked. Frequent interclub meetings take place along the Rio Grande and the 4,000-mile unfortified frontier that separates Canada from the United States. In Europe, all this is an old story. Typical is a letter at hand from Hans Petschek, Secretary of the Rotary Club of Baden bei Wien, Austria, which tells of Austrian, Hungarian, and Czechoslovakian Rotarians joining to celebrate the Baden bei Wien Club's sixth anniversary.

"In many valuable addresses," he writes, "the sincere wish was expressed for a closer coöperation of the three countries on the vast field of International Service. The

Baden bei Wien Club was thanked for its unceasing endeavor to surmount national borders by spreading mutual understanding and goodwill."

Frequently in these columns have appeared articles about the *Petits Comités*, little committees, composed of Rotarians from adjacent European countries. Through friendly intercourse they as individuals seek to cultivate the attitudes which make possible the realization of Rotary's Fourth Object. Of these *Comités*, Paul Thorwall, of Helsinki-Helsingfors, Finland, a former Vice President of Rotary International, has said that "by begetting the *spirit* which has made these committees possible, Rotary has justified itself in Europe."

Concentrating on Youth

IN THE Summer of 1934 in the brain of one man originated an idea for visits across the Atlantic of sons of Rotarians. A year later four fine Georgia boys, aged 16 to 18 years, sailed from Savannah for Liverpool on a glorious adventure. Throughout England they were guests in the homes of Rotarians and saw not only the usual things sightseers do, but also English home life.

Shortly thereafter, four equally upstanding English boys sailed from Manchester for Savannah, Georgia. Rotary Clubs of the 69th District vied for the privilege of showing them "the real America." The boys proved themselves to be ideal envoys of better understanding, and to this day a friendly feeling for them and for English people exists in their wake.

Quietly, without fanfare, this "exchange of youth" idea has gone ahead in varying forms. Sons of Rotarians in Mexico and the United States have been "swapped" for school terms. Homes for Continental students, sons of Rotarians, have been found with English Rotarians. Recently a party of daughters of English Rotarians visited the United States. Daughters of Australian Rotarians have partaken of Japanese hospitality. Visiting sons of Japanese Rotarians were shown special courtesies by Rotarians on America's Pacific Coast last Summer. . . .

The "how" variations are many, but the "what" theme remains the same: Achieving goodwill and understanding among nations—*through individuals*.

Correcting Shakespeare

NONE other than William Shakespeare, through words put in the mouth of one Mark Antony, is to blame for a good bit of unfortunate pessimism in this old world. It may be true that the evil that men do lives after them, while the good oft is interred with their bones, but there are many ways of correcting that condition.

The Rotary Foundation, for example. It merits thoughtful consideration from anyone who would like to project into the future the working ideal of human service. Already, its resources in cash, bequests, insurance, and pledges approximate \$100,000—a figure which will grow steadily as its purpose is better understood.



Article No. 2 On 'Business Minding Its Business'

Outwitting the Unemployment Cycle

By C. Canby Balderston

Professor of Industry, University of Pennsylvania

SATISFACTORY employer-employee relations, like a fine painting, are difficult to create and easy to destroy. The reason is that they have to do with such intangibles as confidence, goodwill, and other products of the emotions.

The noteworthy achievements of the Leeds & Northrup Company (precision instrument manufacturers of Philadelphia) in dealing with these delicate human problems have received public recognition. In 1931, Mr. B. C. Forbes offered prizes for company plans designed to produce the soundest worker-management relations. The first prize of \$2,000 was awarded to the employees of the Leeds and Northrup Company and to its president. In June of this current year, the Institute of Management awarded to Mr. Leeds the Henry L. Gantt medal for "distinguished achievement in industrial management as a service to the community." The longer and more closely an outsider watches these personnel policies, the more he is impressed with the fact that they actually work.

If there is any simple explanation, it is to be found in the unusual ability of the head of the firm to make disinterested decisions, and in the unity of the personnel and administrative direction of the company. There is a centralized personnel department, and a good one, but there is not a "no man's land" between it and the department heads who comprise the executive committee. On this committee of six sit the president, the

sales manager, the vice-president in charge of engineering and research, who once had charge of the factory and who therefore knows its problems, the director of research, the treasurer, and the factory manager, who was once a department foreman and who has always been unusually outspoken in presenting the point of view of the workers. The decisions of this executive committee reflect a personnel philosophy that stems from the president of the company, who has been its chief executive for over 35 years.

The high place given to maintaining unity throughout the entire organization is indicated by the following comment of Mr. Leeds. "As we conceive them, human relations involve the entire personnel from the executive officers to the latest apprentice; they must be something more than the means which management and ownership use to maintain morale and efficiency among workers. A business organization should be a unified group of people banded together to earn a living for its members, seeking to do justice among all of them and to the rest of the world."

To understand a particular phase of the Leeds and Northrup industrial relations, such as the unemployment reserve plan, one must study it in its setting. The board of directors is confined to those who are active in the management, and the major and minor executives are paid bonuses based on profits, on the theory that the contribution of management, as con-

trusted with ownership, is a very large one. There are arrangements for vacations with pay affecting both hourly and salaried employees. Although no wage incentives are used, the status as to job and pay of each employee is considered every three months. This systematic attention to promotion is combined with scales of base rates and basic salaries that have been set to reflect the difficulty of each occupation. In addition, the company has the personnel activities that one would expect to find. The cafeteria, washrooms, rest room for the women employees, dispensary, and lighting that provides from 25 to 35 foot-candles of illumination are some of the *physical* aspects of the program; employee representation that really presents the ideas and questions of the workers is outstanding among the *nonphysical*.

Thoughtful people wonder what can be done about unemployment. The difficulties and the needs are so obvious; the remedies difficult to find. Enough has transpired to show that no easy cure-all is to be expected; nor can the government alone put people back to work. The problem is too complex for easy solution, chiefly because it involves forces that are as wide as the world and as difficult to control as death. Depressions cross national boundaries, and the steady drift toward mechaniza-



Workers and managers are represented on the council (left) that administers unemployment funds at the Leeds & Northrup Co. plant (right). These reserves were begun in 1921, but proved inadequate to tide over the depression that broke in 1929.

tion, though it does not reduce total employment permanently, does displace particular groups of workers temporarily.

In the face of the well recognized difficulties of mitigating unemployment, it is refreshing to find a company that actually did something *before the depression arrived*. A single enterprise can do little after depression forces it to reduce its expense budgets to stay alive, but something that is constructive can be accomplished in prosperous periods when a firm is making money and can afford to provide against leaner years. Such was the reasoning of the Leeds and Northrup management after the heavy layoffs of the short but violent depression of 1921. This timing of its unemployment reserve experiment is more important perhaps than details of the plan itself.

The management decided to establish a reserve fund to mitigate the effects of slack work because it recognized that forces beyond its control would sometime overwhelm all that could be done to provide steady work. But these other things have been done, too. When business is brisk, the company increases its working hours, paying time-and-a-half for overtime; when work slackens, it drops back to the standard week. This procedure avoids the necessity of taking on, during peak periods, employees whom it would have to lay off later, and by overtime pay, it shares prosperity with its employees. It also relies heavily upon research to develop new products.

During slack periods, the company manufactures for stock those items for which the demand is sufficiently stable to justify this practice. Because of the wide use of the company's products through-



out industry, seasonal irregularity is not a serious problem. Yet as a supplier of capital equipment, it is particularly exposed to cyclical depressions and cyclical unemployment, and this has determined its measures for defense and protection.

Since Leeds and Northrup manufactures producers' goods, the demand for which declines sharply in cyclical depressions, it is obvious that in such times the company cannot always provide regular employment. Therefore, an unemployment benefit fund was started in 1923, at the end of the last great depression.

The company made then an initial deposit of \$5,000, and arranged to contribute to the fund two percent of each payroll, until the total should equal twice the largest total payroll of any week in the previous twelve months. On the basis of the 1921 depression, it was estimated that such a fund, when fully accumulated, would be adequate to pay suitable allowances to as many as would be laid off or have their working time reduced.

The fund was placed with a trust company under a trust agreement for this particular purpose, so that it would not be subject to the hazards of the business. The works council was invited to assume chief responsibility for the management and disbursement of the unemployment



As makers of electrical instruments (above) and other goods used by producers, L. & N. early felt the depression. The \$94,000 unemployment fund was exhausted in 1932.



The cafeteria (left) is one of many evidences of the company's interest in its employees' well.

benefit fund, with the understanding that the benefits would be paid only up to the amount of the fund as accumulated, and that the company assumed no obligation beyond that. The council willingly assented and decided upon the following working agreement for administering the fund:

Control of the fund is vested in a committee of five members, of whom three are appointed by the council and two by management.

Only employees whose annual compensation is \$2,600 or less will be eligible for unemployment benefits.

Unemployment benefits are to be at the rate of 75 percent of normal, full-time wages for those having dependents and 50 percent for those without dependents.

Unemployment benefits are to be paid to those discharged, laid off, or working less than the regular 44-hour week. Those discharged for cause do not benefit from the fund, but may contest such discharge before the appeal board.

Duration of benefit payments is regulated by length of service and ranges from three weeks for three months' service to 26 weeks for those who have served five years. In general, each year of service adds five weeks of compensation.

Those who work on a reduced schedule are compensated for the time lost in the same proportion and for the same duration as those who lose full time without impairing the worker's right to full benefit if subsequently laid off.

THE essential fact is that the reserve plan has enabled this medium-sized firm to distribute some \$94,000, in benefits and loans, painlessly and in an orderly way well into the depression. One may form his own estimate of the help derived from it by firm and workers alike. The attitude of the company as to the value of such a reserve is reflected in its intention to build an even stronger plan when conditions again permit. No decisions have been reached, but the few changes to be made will probably be in

the direction of conserving the fund for major emergencies by adding a waiting period and paying less liberal benefits for part time, toward enlarging the company reserve, and possibly toward the provision of savings accounts as a second line of defense.

At the present time, the very active Unemployment Fund Committee, consisting of worker and of management members, is considering such details as the waiting period between layoff and the payment of benefits, the percentage of wages to be paid as benefits, the length of time covered by benefits and its relation to length of service, what employees should be eligible, and the minimum fund to be accumulated before any benefits are paid. The major question of the moment, however, concerns the procedure to be adopted if the State Legislature passes an unemployment reserve law in conformity with the Federal Social Security Act.

Obviously, the tax under the latter would exceed the cost of the original fund, which was two-thirds of one percent of the payroll. The explanation, in part, is that the Leeds and Northrup employment experience tends to be more regular than that of general industry.

As already indicated, the fund was designed to provide benefits for both layoffs and losses due to reduced working time. In the years 1923 to 1931, the company had placed in the fund some \$68,000 by intermittent contributions equaling only about two-thirds of one percent of the total payroll over this period. Interest accumulations during the same period totaled over \$21,000. Of this total only \$500 had been distributed prior to 1930, but in that year \$23,600 was paid

out, and in 1931, \$40,000 more. Of these payments, approximately \$17,500 in each year consisted of benefits on account of the reduction in hours. In analyzing the results of the plan after ten years of existence, it is helpful to examine them as of two dates—October, 1931 and June, 1932.

In October, 1931, the fund still contained about 40 percent of its maximum amount, demonstrating that the fund met the original expectations of its founders. Moreover, the part-time benefits, coupled with the maintenance of wage rates, kept the purchasing power of Leeds and Northrup employees during the first half of 1931 at 95.3 percent of the 1928-1929 level. Of those laid off up to October, 1931, 21 percent had obtained permanent jobs before their benefits expired, and 19 percent more were still receiving benefits.

SUBSEQUENTLY, however, layoffs depleted the fund rapidly, and in spite of a reduction of benefits from 50-75 percent of wages to 25-40, it was exhausted by June, 1932 (that is, two and one-half years after the onset of the depression). Including the six layoff benefits which constituted the only unemployment liability incurred by the fund prior to 1930, 864 individuals were paid benefits from the fund during its first ten-year cycle. Of these, 375 received benefits for part time only, 263 for layoff only, and 226 on both counts.

The significance of such a case must be viewed in the light of what a single firm can do and its relation to governmental action. Obviously, if all industrial firms had done as this one did, there would still have been millions of workers unprotected because they were in agriculture or in commerce, or were not permanent employees of any one enterprise.

Moreover, an individual company dare not assume a cost burden that is much heavier than that of his competitors. (We need scarcely mention the sad but realistic truth that many concerns will do nothing unless forced to.) So run the arguments for some action by government to establish unemployment reserves or insurance.

But it is naïve for society to rely upon legislation alone to solve a problem so complex that the best designed governmental schemes are likely to fail because of administrative difficulties and inexperience. There is still need for such experiments as this one, and whatever state laws are passed should foster them.

Modern washrooms (left), restrooms, and a dispensary are maintained to promote the health of the workers.



My Year of Presidential Service

By E. Leslie Pidgeon

President, Rotary International, 1917-18

WHEN, at the close of the Kansas City Convention of Rotary in June of 1918, I handed the gavel over to John Poole, I knew that the greatest year of my life had ended. I do not mean that my powers were failing, but rather that the greatest instrument of opportunity which was ever likely to come to me had gone into other hands. I still believe that I had the opportunity of serving during Rotary's greatest year.

The spirit of heroism, and sacrifice, and coöperation was at its height. The atmosphere of international unity and personal devotion to a cause, which pervaded the Convention at Kansas City at which I presided, cannot be produced under normal conditions of life. The sadness of the whole situation, and the personal bereavement, all too common, let loose the deeper experiences and longings of the human spirit. It is when our feelings are surging like the waves of the ocean when the storm has ceased, that we dwell upon ultimate realities. We are so constituted that the sad elements in life appeal to us. "Our sweetest songs are those that tell of saddest thoughts."

As I travelled from place to place on my presidential itinerary, I was frequently called upon to address cantonments of soldiers who were training for active service. It is difficult to think ourselves back into that weird atmosphere, and yet it is astonishing that it has been so easily forgotten. We were declaring on every possible occasion that if peace would return with honor, never again would we be selfish, and unsocial in life or action. As to what extent we fulfilled the promise, one needs only to quote a statement from one of the outstanding professors of sociology on the North American continent.

"History," he says, "records no parallel to the fall from the heights of idealism to the trough of self-interest which this continent manifested after the close of the Great War."

I can recall quite vividly a moment when in a meeting of the Board of

Resuming the "Past Presidents' Corner"—devoted to messages from men who have presided over Rotary.

Dr. Pidgeon is pastor of Erskine Church, at Montreal, Canada.



Directors of Rotary International, we approved the slogan—"The war to end war." We felt that the most powerful appeal which could be made to our young men was to ask them to give their lives, if need be, for a peaceful world.

Much of what has since taken place is a sad comment on the superficiality of mere emotional attitudes. But we have long since learned that it is no use to cry over spilled milk, but that it is always of use to ask how the milk came to be spilled. We have learned, though I am not sure how deeply the truth has penetrated, that war cannot bring world peace.

There are several very obvious reasons for this conclusion. The real cause of the war was that the physical world-unity, which was achieved by science, had not found its counterpart in a spiritual unity of which the former was but an instrument. When the physical unity fell into the grasp of a world spiritually small and sectional, it naturally became an instrument of destruction instead of a means to a larger life.

WAR accentuates the spiritual rifts instead of healing them. Then international peace can only be established upon international justice. International life is a new factor in the world, and no important entity can remain uncontrolled, without inviting disaster. Until international life is placed under the direction of ideas and ideals, it will continue to be a menace to society. Such an arrangement must be the result of coöperation, and cannot be a part of a treaty forced upon nations by conquerors. War, therefore, does not

result in the spirit from which an international parliament can arise.

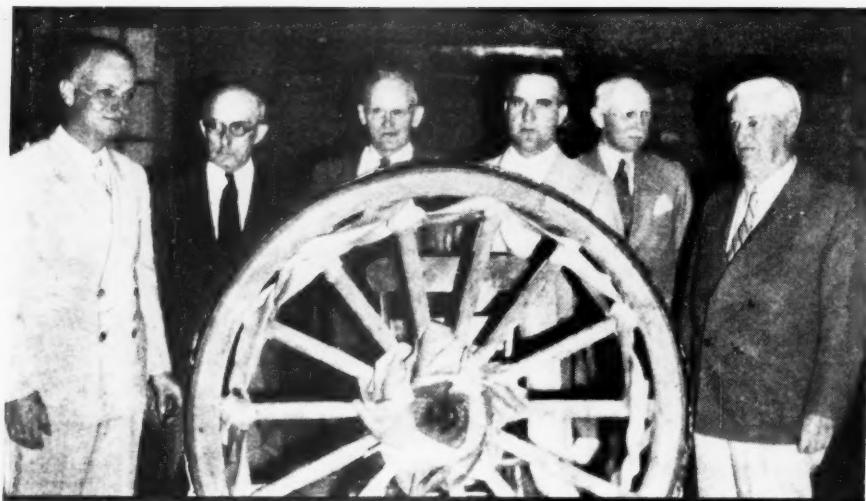
And finally, peace must come from love and goodwill while war breeds hate and illwill. Can we now learn these lessons, so as to make them convictions which inevitably move to action?

BUT I see another great change in Rotary's outlook since my presidency. At that day we were striving to protect society from the individual. Individualism had been so persistent in the days of expansion that our main object was to train the individual to express his life for the common good. This, I believe to be the ideal life. Today we need to strive to protect the individual from the encroachments of society. The tendencies of the age are to reduce the individual to the "Law of the Hive."

This presents a new opportunity to Rotary, because only as the individual is true to his obligations, can he expect to be protected from autocrats. "The tools belong to him who can use them."

The contribution which I attempted to make to Rotary was not in the way of organization: my illustrious predecessor, Arch Klumph, had given the wealth of his business ability and experience to that phase of Rotary. I sought to interpret Rotary as an expression of the inherent unity of humanity, and of the fact that we rise or fall together.

If I were asked to suggest a new motto for Rotary, it would be "Self through Service," in recognition of the fact that "The diviner the man, the wider the world for which he lives and dies."



As the Wheel Turns

Notes about Rotary personages and events of special Rotary interest.

NICE, 1937 CONVENTION CITY. As we go to press, word has been received from the Convention Committee of Rotary International that the necessary contracts have been signed and that therefore the 1937 Rotary Convention is to be held in Nice, France, in June. This magnificently situated resort city on the Mediterranean coast has been found to have the necessary facilities to accommodate a Rotary Convention. The selection will come as especially good news to those Rotarians who have visited Nice and are familiar with its beauty and charm.

Honored. Dr. C. T. Wang, Governor of Rotary's 81st District, is to be the next Chinese Ambassador to the United States, according to newspaper reports. Dr. Wang, a graduate of Yale, has long been a foremost figure in Chinese affairs of state. He has been a Rotarian since 1920, and is serving his second term as District Governor.

Yellowstone Entertains. Accepting the invitation of Rotarian Edmund Rogers, superintendent of Yellowstone National park, over 100 Rotarians and their ladies of the 6th (Montana) and 5th (Utah and Idaho) Districts enjoyed an interdistrict meeting at the Park. Past Governors Fred Bennion and Dick Wells, and Governor "Uppy" Upshaw officiated. It was agreed to make the affair an annual event.

100 Percenters. Eleven of the 2,683 Rotary Clubs in the United States, Canada, Newfoundland, and Bermuda that competed in an attendance contest scored 100 percent attendance records for 1935-36. They are: Carmen, Okla.; Dormont, Pa.; Gallatin, Mo.; Marked Tree, Ark.; North Wales, Pa.; O'Fallon, Ill.; Penns Grove, N. J.; Roaring Springs, Pa.; Rogersville, Tenn.; Sulphur, Okla.; Washington, N. J. These Clubs have an average membership of 23.5. The Rotary Club of Carmen has held 401 consecutive 100 percent attendance meetings, best record among the 11 Clubs.

77, 75, 71. To say that a man is as old as his golf game is to bend a rusty old saw into a shape many will protest. Not among such dissenters, however, is ROTARIAN J. FRANK VANDEREN, of Lexington, Ky., who, though records

in the Court House say is 77, shot a 75 on an 18-hole golf course in his city a few weeks ago. Par, moreover, was 71.

Gaps. A set of even, white teeth from which an incisor is darkly missing, is an unpretty sight. Of that feeling the Rotary Club of Gilmer, Tex., has made capital. It has built an attendance record board on which absences cause similar gaps in otherwise unbroken and geometrically beautiful lines of oversized thumb tacks (one tack for each presence). During the half year it has been in use, the scoreboard has brought the Club attendance record up 4.40 percent.

Two Conferences. The Sixth Pacific Rotary Conference is to be held from March 2 to 5, 1937, at Wellington, New Zealand. Presiding officer, according to appointments made by the Board of Directors of Rotary International, will be DISTRICT GOVERNOR WILLIAM THOMAS, Timaru, New Zealand. JOHN ILOTT, Wellington, New Zealand, is to be chairman of the Conference Committee and FRANK CAMPBELL, Wellington, Secretary. . . . A Caribbean regional conference of Rotary Clubs to be held in March, 1937, in Havana, Cuba, has been authorized by the Board of Directors of Rotary International. Clubs in Rotary Districts 3, 17, 25, 26, 39, 47, 48, 68, 74 and in Puerto Rico are to be participants in this conference, though members of Rotary Clubs from all other regions are cordially invited to attend.

Emblem. Two friends lost each other at a bus terminal in Niagara Falls, Ont., a few weeks ago. One was a Rotary lapel emblem, the other some Rotarian whose identity and whereabouts the gods alone know. Or, indulgent reader, do you? The Secretary of the Niagara Rotary Club, who now has the button, will send the same to whoever lost it.

Re: Conventions. Rotary Clubs in several cities of the United States and its territories have invited Rotary International to hold its 1938 Convention in their communities. They are: Cleveland, Ohio; Honolulu, Hawaii; Kansas City, Mo.; Memphis, Tenn.; Milwaukee, Wis.; and San Francisco, Calif. The Board of Directors agreed in its July, 1936, meeting that the 1938 Convention shall be held in the United

Along with an honorary membership, the Rotary Club of Petoskey, Mich., presented Ralph Connable (right) with this not quite authentic Rotary emblem—which he declined to wear in his lapel. Lookers-on are Rotarians of Petoskey and Chicago.

States or Canada. The necessity of making surveys of the facilities of prospective Convention cities demands that the Board consider the Convention meeting place two years in advance. . . . From Rotarians of the 70th District (Japan) the Board has received the recommendation that it consider holding the Convention of 1941 (or thereabouts) in Tokyo, Japan. As an assurance that the City of Tokyo would be able to accommodate the Convention, the Japanese Rotarians pointed out that the preceding year marks the 2600th year of their Jimmu Era and that facilities from the celebration of that anniversary will be at the disposal of the Convention. Consideration of the invitation will, as provided for by the Constitution of Rotary International, be a matter for the Board of Directors of 1938-39 to decide.

400. Rotary has a "400" but please don't confuse it with the usual connotation of the label. It refers simply to the size of Clubs. The Rotary Club of Chicago, for instance, was the first to have 400 or more members. (It now has some 600.) A few months ago Cleveland, Ohio, won membership in that class followed by Rochester, N. Y., and Toronto, Ont. Canada, Philadelphia, Pa., and Buffalo, N. Y., are within a half dozen members of attaining "400" rank.

Presidentless. The Rotary Club of Huntington, N. Y., thinks it may be the only Club in the Rotary World that ran for half a year without a President. When its chief officer resigned in the middle of the past Rotary year, the Club, anxious to give the Vice-President a full year as President in the succeeding term, asked a Past President to officiate. Whether or not a result of the system, the Club won the attendance trophy for its District (the 29th).

Correction. In reporting last month on the election of Rotarian Jack Girvan, Vancouver, Canada, to Fellowship in the Institute of British Decorators, the statement was made that the Institute has elected but 11 Fellows. This should be amended to read, "has elected but 11 Fellows outside the British Isles."

Follow Through. Some years back CHASE A. JOHNSON organized a business down in Newkirk, Okla., and joined the Newkirk Rotary Club. Then his son, ROY S., came along, and joined the business and the Club. Now the son's son, ROY CRAIN, has come and done likewise. In Rotary International ROY S. (left) is known as Governor of the 12th District; in business, as president of the Albright Title and Trust Co., of which ROY CRAIN (right) is secretary. CHASE JOHNSON is deceased.



Footstep treaders.



Two Texas Rotarians with but one name between them are Alton White, Port Lavaca (left), and Alton White, Hebbronville. Unrelated, they met at the Rotary Club of Austin, Tex.

Parish. Claim to the widest diocese in the world, untechnically speaking, is made by Rev. FREDERICK KEMPSTER, D.D., Founder-President of the Rotary Club of South Hills, Pa. He bases his claim on the fact that he has intimate acquaintances in every State in the United States, and in the British Isles, South Africa, Australia, New Zealand, South America, and India, and that he corresponds with them regularly.

"Ancient" History. The historical files of THE ROTARIAN have lately been enriched by a number of old club rosters, pamphlets, and copies of THE NATIONAL ROTARIAN running back in Rotary history to 1910. They are the gift of Lee B. Mettler, now a member of the Rotary Club of Los Angeles, Calif. Perhaps most interesting of these documents is the program of the "First National Convention of Rotary Clubs of America," which was held in Chicago, August 15-17, 1910. The cover is adorned with a wheel few Rotarians of the present day would recognize—a 12-spoked buggy wheel common in that period, probably rubber-tired in the manner of the old-time surrey.

All of which brings up the question: Who in Rotary is collecting Rotaryana? The hobby-horse groom (see page 50) would like very much to know.

Attention, Oxonians. PRESIDENT WILLIAM of the Rotary Club of Oxford, England, is hoping to hold a lunch during the coming Michaelmas term at the University for sons and daughters of Rotarians. Anyone knowing of such are urged to send their names to *The Rotary Wheel*, Tavistock House (South), Tavistock Square, London, W.C.1, England. Already on the list are YVONNE ADAMSON, J. M. B. BLAIR-FISKE, C. F. BYERS, J. A. CRABTREE, J. G. ELLIOTT, J. GREEN, and PRINCE P. H. H. PRACHATRA.

Choirmasters. When 154 choir leaders from the United States, Hawaii, and Canada met at the Christiansen Choral School at Winona Lake, Ind., during the Summer, two Rotarians were able to pick 6 others out of the group. The two: ARTHUR K. PUTLAND, Fort William, Ont., Canada, and JOHN MALL, Madison, Wis. The six others: CARL G. MELANDER, Fairfield, Ia.; OSCAR H. SCHMIDT, Covington, Ky.; ALEX H. ZIMMERMAN, Pekin, Ill.; J. H. HARDER, Toledo, Ohio; HAROLD E. CRISSEY, Jamestown, N. Y.; and E. E. TOLLE, Lakeland, Fla. Together the eight trooped off to a meeting of the Rotary Club of Warsaw, Ind. Later, ROTARIAN PUTLAND served as a judge at the Music Festival sponsored in Chicago by ROTARIAN COL. ROBERT MCCORMICK'S *Tribune*. ROTARIANS LEROY WITZEL, FRANK BENNET, and HARRY RUGGLES, of Chicago, helped with the production of the Festival.

Creed. Because his message urged a neat balance of good humor and hard work, the late ELBERT HUBBARD, who frequently addressed Rotary Clubs, held great appeal for Rotarian audi-

ences before which he frequently appeared. Especially popular was his *Busy Man's Creed*. From ROTARIAN ROY M. KELLAR, of Sedalia, Mo., comes *A Rotarian's Creed*, a variation of Mr. Hubbard's *Creed*. Here it is—slightly condensed.

I believe in the stuff of Rotary. I believe in the Club I am working for and in my ability to get results.

I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my work in Rotary.

I believe a man gets what he goes after, that one good deed done today is worth two deeds tomorrow, and that no Rotarian is down and out until he has lost faith in himself.

I believe in today and the work we are doing, in tomorrow and the work we hope to do, and the sure reward which the future holds for Rotary.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and in honest competition.

I believe there is something doing somewhere for every Rotarian ready to do it.

I believe I'm ready—*right now—are you?*

Honors. To three members of the Rotary Club of Milwaukee have recently come the presidencies of State and national organizations: AUGUST C. ORTHMANN heads the American Leather Chemists Association; ANDREW A. KRYGIER, the Wisconsin Pharmaceutical Association; BERLIEGH E. JACOBS, the Associated Cooperage Industries of America. . . . DR. NORMAN C. WRIGHT of the Rotary Club of Ayr, Scotland, at the invitation of the Viceroy of India, is to visit India during the Winter to advise agricultural interests on dairy problems. . . . R. L. HILL, Past President of Rotary International, has been appointed a Public Interest Director in the Eighth District Regional Bank of the Federal Home Loan Bank Board.

Rotary Committees. Continued here from *As the Wheel Turns* in the September ROTARIAN is the announcement of International Committees for the year 1936-37 as issued by President Will R. Manier, Jr. Personnel of the European Advisory Committee will be listed in the November issue. The Chairman in each case is the first member named:

Magazine—Robert L. Hill (education—universities), 217 Jesse Hall, University of Missouri, Columbia, Mo., U.S.A.; Fred W. Gray

(boots distributing), 3, The Poultry, Nottingham, England; Harrison E. Howe (chemistry), 706 Mills Building, Washington, D. C., U.S.A.; Clare Martin (past service), Turf Club, Cairo, Egypt, and 3 Albemarle Street, London, England; E. W. Palmer (book binding), Reedy & Roller Streets, Kingsport, Tenn., U. S. A.

Rotary Foundation—George W. Olinger (mortician), 2600 Sixteenth Street, Denver, Colo., U.S.A.; Algernon Blair (building contractor), 1209 First National Bank Building, Montgomery, Ala., U.S.A.; Foster Kienholz (education—advertising and commercial art schools), 600 Metropolitan Theatre Building, St. Paul, Minn., U.S.A.; George W. MacLellan (foundations), No. 11 East Carrillo Street, Santa Barbara, Calif., U.S.A.; Bruce Williams (analytical chemistry), 620 Joplin Street, Joplin, Mo., U.S.A.

Commission on R.I. Administration—F. E. James (planters association), 200 Mount Road, Madras, India; Raymond J. Knoepfel (law practice—corporation), 5 Beckman Street, New York City, N. Y., U.S.A.; Kurt Belfrage (financial exchanges), Borshuset, Stockholm, Sweden; Donato Gaminara (civil engineering), Burgues 5275, Montevideo, Uruguay; J. Murray Hill (education—commerce), 1149 College Street, Bowling Green, Ky., U.S.A.; Charles E. Hunt (general law practice), St. John's Newfoundland; Edwin Robinson (fruit distributing), Castlefolds Market, Sheffield, England.

Rotary Foundation Trustees—Clinton P. Anderson (casualty insurance), 113 South Third Street (Mail address: P. O. Box 1291), Albuquerque, N. M., U. S. A.; Robert L. Hill (education—universities), 217 Jesse Hall, University of Missouri, Columbia, Mo., U.S.A.; Glenn C. Mead (general law practice), 818 Real Estate Trust building, Philadelphia, Pa., U.S.A.; Sydney W. Pascall (sugar confectionery manufacturing), James Pascall, Ltd., Mitcham, Surrey, England; Harry H. Rogers (past service), 904 Atlas Life Building, Tulsa, Oklahoma, U.S.A.

Canadian Advisory Committee—Charles L. Wood (education—trade schools), Windsor Academy, Mail address: P. O. Box 479, Windsor, Nova Scotia, Canada; Nelson F. W. Graham (bacteriology), 197 McGregor Avenue, Sault Ste. Marie, Ont., Canada; G. Elmer Johnston (boots and shoes wholesale), 34 Buell Street, Brockville, Ont., Canada; C. Albert Oulton (education—public schools), 321-21st Street, East, Saskatoon, Sask., Canada; Percy B. Scurrah (women's clothing retailing), 728-730 Yates Street, Victoria, B. C., Canada.

—THE MAN WITH THE SCRATCH-PAD



Every Oh and Ah that "The Traditional American Home of Wood" elicits at Cleveland's Great Lakes Exposition is a tribute to Arch C. Klumph, Rotary International's President in 1916-17. As President of the Cleveland Lumber Institute he directed erection of the home.



Rotary Around the World

Chile

Books to Rebuild Prisoners

LEBÚ—To help in the rehabilitation of prisoners in the city jail, Rotarians of Lebú plan to furnish a library for the penal institution.

Switzerland

Tenth Anniversary Draws Visitors

LAUSANNE—Celebration of its 10th anniversary was a recent pleasant occasion for the Rotary Club of Lausanne. Well-wishing Rotarians from many other Rotary Clubs in the vicinity were present.

China

Club to Equip Hospital

SHANGHAI—Members have promised full support to the Board of Directors of the Rotary Club of Shanghai in their plan to build and equip an orthopedic ward in a new hospital in the city.

Australia

Survey Vocational Service Activity

Vocational Service, it seems to the Rotary Clubs of the 65th District, is a limitless and thus far not extensively traversed avenue of service. How far they themselves had gone in this direction interested them greatly. To all Clubs in their District they recently sent a questionnaire requesting a listing of Vocational Service activities of the Club and seeking a response to proposals made by the Vocational Service Group of the last District Conference. Methods found

The anti-tuberculosis center at Malang, Java, fills a community need.

All of the officers are Rotarians: (left to right) J. H. Cox, the secretary; Dr. A. R. Leber, the chief doctor; D. M. Pesik, the acting president; and Dr. Liem Ghik Djiang (above), second doctor.



successful by medium and small-sized Rotary Clubs, according to the report, are: monthly committee meetings to plan luncheon programs in which to emphasize Vocational Service; "My Job" talks; Open Forum Meetings.

Southern Rhodesia

Shade for All, Shelter for Aged

BULAWAYO—Shade and shelter are the objects of two community service campaigns which the Bulawayo Rotary Club has recently completed. The Club has planted shade trees along a two-mile stretch of road and has contributed heavily toward the establishment of a home for old men.

Belgium

Organization Night Gala Event

VERVIERS—More than 80 members of many Rotary Clubs in the 61st District gathered to help Verviers Rotarians celebrate the organization meeting of their Club. Present among Rotary officials were Camille Deberghe, District Governor, and Past Governor Edouard Willems, who introduced Rotary in Belgium.

Cuba

Streets . . . Hospital . . . Lectures

BAYAMO—When government agencies failed to provide them, the Rotary Club of Bayamo, with other organizations of the city, made possible the following civic improvements: street building and repairing, hospital and public-library maintenance, lectures for adults and students.

Hawaii

Flags, Gestures of Goodwill

HONOLULU—Pleasant gestures of international goodwill were extended to the Rotary Club of Honolulu recently when the daughter of the President of the Rotary Club of Newcastle, Australia, in person presented Honolulu Rotarians with a flag from her father's Club. In the same meeting a member of the Batavia, Java, Rotary Club, presented a flag from his Club.

Newfoundland

Break Ground for Health Camp

ST. JOHN'S—Land, beautifully wooded and bordered by two lakes, was recently broken by the Rotary Club of St. John's for the establishment of a sunshine camp for underprivileged boys and girls. Buildings which will cost about \$5,000 are being raised and spaces for field games are being cleared. The Club estimates that to house, feed, entertain, and direct the 125



Such crowds as this told the Rotary Club of Lota, Chile, of the success of its Children's Week celebration—held not long ago—with the help of many teachers and other friends.

boys and girls, who will come in alternate periods of two weeks, will cost about \$1,500 per Summer. When the number of youngsters to be served by the camp rises to 200 or 250 per season, as the Club hopes may be possible, that operating cost will rise correspondingly, of course. But, think St. John's Rotarians, whatever the cost, it's worth it.

Yugoslavia

Club Meets in Ancient Castle

ZAGREB—An interesting contrast offered itself to the observant eye when the Rotary Club of Zagreb recently held a meeting in a centuries-old castle. New Rotary against an ancient background. In the renovation of the old structure, undertaken by another Zagreb group, the Rotary Club has had a part and it has contributed 2,200 dinar for the library of the castle.

Philippine Islands

Counsel on Careers

MANILA—Vocational service in the Rotary Club of Manila is something more than mere words. It has taken on tangible form. To help youths select the lines of endeavor they would pursue for life, members of the Club, working under the Vocational Service Committee, have written and published 16 booklets on the various professions. In 400 high schools and colleges in the Islands the pamphlets have found hard use. They have been reprinted in school papers, have been made required reading

for high-school seniors and college freshmen in many institutions, and, reports to date show, have been used in about 21 other ways. Edward L. Hall, chairman of the committee, writes a vocational guidance department in the *Philippine Journal of Independence*, is frequently called into council on education in the Philippines, and obtains space in many publications for articles on vocational guidance and service in general.

France

Neighbor Night Colorful Affair

BORDEAUX—An annual affair is the meeting to which the Rotary Club of Bordeaux invites neighboring Rotary Clubs. To the most recent of such meetings came delegates from the Clubs of Agen, Angoulême, Limoges, and Poitiers.

Germany

Across-Channel Visitors Fêted

HAMBURG—To many Rotarians and their ladies of Newcastle-Upon-Tyne, and Durham, England, did the Rotary Club of Hamburg extend its warmest hospitality recently when the former visited the latter.

India

Goal: Solution to Beggar Problem

CALCUTTA—No knottier, more distressing problem confronts Calcutta than what to do with her beggar population (4,000 beggars, half of them able-bodied professionals, live in the city, it is estimated). In the vanguard of civic agencies working to solve it are members of the Rotary Club. After carefully surveying the situation, a deputation of business and professional men, many of them Rotarians, presented their proposals to the Governor of Bengal who has taken them under advisement.

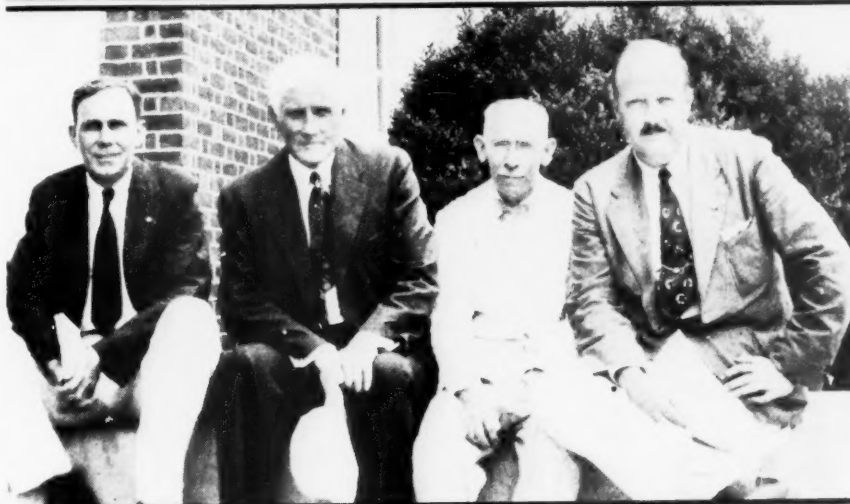
Canada

150 Boys Under Canvas

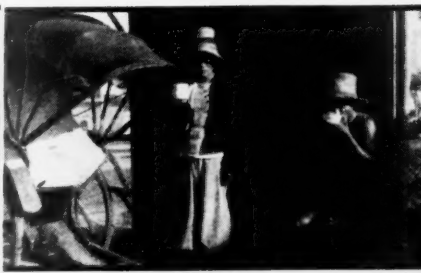
WOODSTOCK, ONT.—In a Summer camp for boys which it operated the Rotary Club of Woodstock had as many as 150 boys under canvas at one time. Forty-two of the boys, less privileged than the others, found their fees paid by individual members of the Rotary Club and other friends. An unused building donated by one of the members of the Club was renovated for use as a camp building.

40 Poor Boys Have Scout Troop

MONCTON, N. B.—Poor boys like to belong to the Boy Scouts and wear khaki hats and blue kerchiefs and hatchets and big black jackknives as much as any other boys do. But often they can't. In Moncton, however, they can. There 40 underprivileged lads have a Scout troop of



Things that happen in groups: (from the top down) Children of Santiago del Estero, Argentina, receive gifts from the Rotary Club on the Day of the Wise Man. . . . Kyoto, Japan, Rotarians fête 15 visiting American teachers. . . . Officers of the 56th District's International Roundtable at Charlottesville, Va.: Jim Mallon-nee, Dr. Robert McElroy, Bill Murphy, and Governor C. K. Brown. . . . School for poor children named for Rotary's founder, sponsored by Rotary Club, Joao Pessoa, Brazil.



Contrasts in China: Marble figures of animals and warriors (left) erected in 1427 mark the road to the Ming tombs in North China . . . Ricksha pullers (center) and the shelter which the Rotary Club of Nanking established for them.

their own and the Rotary Club keeps the financial and guidance ends of the troop in order. As the Scouts "graduate" from the troop, they turn right about and become leaders in it. Thus here, at least, finding trained young leaders is no problem.

New Zealand

Miniature Nets £1,000 for Crippled

CHRISTCHURCH—Almost £1,000 for crippled children were raised by a showing of Titania's Palace, wondrous miniature exhibit, which was sponsored by the Rotary Club of Christchurch. In the crowd that pressed forward to view the exquisite structure were 10,000 children.

England

Club Entertains Young Germans

ILFORD—Nothing, think Ilford Rotarians, promotes international goodwill more effectively than helping the youth of the world to understand and like each other. Grateful therefore were they when they and their children could recently entertain a party of German boys and girls who were visiting in their city.

United States

'Voice of Youth' on Air

LOGANSPORT, IND.—The Logansport Rotary Club last Summer aided and endorsed the "Voice of Youth" project, sponsored by a local woman. It recently presented radio programs designed to help dislocated youths.

Summer Scholars Work Out

ANN ARBOR, MICH.—Rotarians attending the University of Michigan here last Summer gave the local Rotary Club two unusual programs. The first one held an opportunity for each of five educators to tell in seven minutes the problem most vital to him in his school district. The speeches were announced as *News from the Public School Front*. The second program was a playlet, *The Case of Harry Black*, presented by seven schoolmen. It was so successful that it was repeated before a class in mental hygiene at the University.

A Rotary 'San Hedrin'

WARREN, OHIO—How to teach members the work of its several committees was the problem of the Rotary Club of Warren. This is the way it was solved: For each committee a special table was reserved at a recent luncheon, the

various tables set in the pattern of the Rotary Wheel. At a table outside the circle sat the Club's Past Presidents, dubbed for the nonce the "San Hedrin." The chairman of each committee, having distributed to his associates literature and instructions on the assignments of his unit, then spoke briefly to the entire assembly on the services of his committee. To the august and learned San Hedrin went frequent questions on Rotary mechanics and policy.

Cash to Essayists Twice Yearly

IRVINGTON, N. J.—Twice yearly does the Rotary Club of Irvington give a prize of \$5 to the senior in a local high school who wins first place in an essay contest which the Club sponsors. Senior Ralph Gentile won the most recent contest. His subject, standard in the contest, was *Universal Peace*.

Up Went Sleeves—and Roster

STONEHAM, MASS.—"We can't have this," the retiring President of the Stoneham Rotary Club must have thought as he noted in his year's record that the Club's membership had fallen from 28 to 26. At any rate, in a single afternoon he and a brother Rotarian added eight new members to the Club.

District Officers Foregather

Once a year the Presidents and Secretaries of the Rotary Clubs of the 43d District gather to get acquainted and to map the year's course. The most recent of such meetings took place in a popular hotel on the brink of the Grand Canyon in Arizona. At the banquet, over which Dr. Harold S. Colton, President of the Flagstaff, Ariz., Rotary Club, presided as toastmaster, were 125 Rotarians and their ladies.

Sun and Food vs. Disease

FAIRMONT, W. VA.—An undernourished child of poor parents, reasoned the Rotary Club of Fairmont, is a good target for tuberculosis germs. Thus to help such children the Club, with the County Tuberculosis Association, established a Summer camp for undernourished children, which has just closed a successful and happy season. Of an abandoned school building which the Board of Education gave them, the Club built the camp quarters, with large screened

porches and all. To the sunshine, good food, and kindly ministrations of the camp nurse, the children, who came in shifts of 25, responded gratifyingly. The camp operated through two six-week periods.

Anniversaries

Celebrations, small or large, simple or elaborate to mark the anniversary of their founding have recently been held by the following Rotary Clubs: Rochester, N. Y. (25 years); Harrisburg, Pa. (25 years); Latrobe, Pa. (15 years); Uxbridge, Mass. (10 years).

A Rose Beside Each Doorstep

OPELOUSAS, LA.—Of Polyantha roses, Opelousas feels it cannot see too many. Thus it has started a drive to plant the flower wherever it will grow, which is everywhere, in the community. Behind the movement is the Rotary Club of Opelousas wherein is the originator and chief promoter of the idea, Dr. A. J. Boudreaux. To all citizens interested in making Opelousas the "City of Polyantha Roses," Dr. Boudreaux promises cuttings of the plant.

A Laugh on the Depression

FLAGSTAFF, ARIZ.—From the Rotary Club of Flagstaff the depression may expect nothing more than a sustained and hearty laugh. For since the calamitous birth of that well-known bogie, this Club has increased its membership, has revived its weekly publication, and has intensified its services to the community, chief of which are a student loan fund, a milk fund, and various sorts of boys work.

Roster Sealed in Stone

WILKINSBURG, PA.—When some future generation razes the then old post office which stands glisteningly new today, it will find a copy of the present Roster of the Rotary Club in the cornerstone. Members of the Club recently participated in the dedication of the building.

Workbenches vs. Gang Fights

LOS ANGELES, CALIF.—Eleven years ago in the heart of a neighborhood where child delinquency ran highest, civic leaders and businessmen of Los Angeles planted a boys' club, the Boys' Club of All Nations Foundation. In that enterprise

There's only one authentic goatee in the picture. Dr. Tully C. Knoles (seated second from left) wears it. Stockton, Calif., Rotarians aped it on his last days as Club President.



the Rotary Club of Los Angeles had a major part, as it continues to have. Today, the Club sponsors a workshop for it where, under expert supervision, boys of all ages may learn skill in wood, leather, and metalcraft, in etching, and in other arts. The boys' club is said to have reduced delinquency 85 percent eight blocks in every direction from its headquarters.

Club Sponsors Art Show

LUFKIN, TEX.—Under the sponsorship of the Rotary Club of Lufkin, an art exhibit was opened to the Lufkin public, Rotary Ann's attending to the niceties of the occasion.

Outings for 86 Youngsters

SPOKANE, WASH.—Eighty-six boys had the Rotary Club of Spokane to thank—and in their own way thank they did—for camp outings during the past Summer. To each of 80 boys at a Salvation Army camp, Club members gave half their expenses. To six Boy Scouts they gave similar help.

Six Boys Gain 24 Pounds

FREEHOLD, N. J.—In the spirit of good-natured science the Rotary Club of Freehold weighed the six underprivileged boys whom they sent to camp, before and after the outing. Average weight gained: four pounds.

Essayist Wins College Cash

DES MOINES, IA.—Because it deemed his essay on *The Era of Electricity*, the best of those submitted the Rotary Club of Des Moines awarded a \$50 prize, payable when the receiver enters college, to a high-school student. Books went as prizes to the runners up.

From Oxford to Oxford a Gift

OXFORD, N. Y.—A gift that bridged the Atlantic and bound international ties more tightly was that received lately by the Rotary Club of Oxford. From President C. I. V. Bellamy of the Rotary Club of Oxford, England, came an original etching of the spires of Oxford University, England. Past President Robert Emerson of the New York Club presented the work, which now hangs in the Club's dining room, to the group.

Warm Hands Across the Border

EAGLE PASS, TEX.—Welcoming hands of Americans shook the grateful hands of Mexicans, and to each other, Mexican señoritas and American ladies bowed graciously when the Rotary Clubs of Eagle Pass and Piedras Negras held an international get-together at the former city not long ago. An excellent dinner was followed by a blend of Mexican and American music and dancing and by an address on the friendly relations of peoples on either side of the Texas border.

Hold Lake Cruise Meeting

DULUTH, MINN.—They numbered 347, did Rotarians, their wives, and children, and friends who sailed out on a great steamship on Lake Superior for a day's outing not long ago. A brief business meeting, one long enough to permit only the reading and approving of the previous week's minutes, was held aboard.

Meet Heavy Charity Assignment

CLINTON, Mo.—The Crippled Children's Committee of the Clinton Rotary Club has a big assignment, one that it has been accepting and meeting for four years. It has charged itself with the task of providing medical and surgical care for all crippled children in Henry County whose parents cannot supply it themselves. It



“What will become of my wife ... if I live?”

THERE are two important questions for a married man to ask himself. Yet many ask only one.

They ask “What would become of my wife if I should die?”—and answer the question wisely with insurance.

But they fail to ask “What will become of my wife if I *live*?”—or they fail to realize that one question should be answered as wisely as the other.

All about us there is evidence of this—old people dependent on the love and generosity of others for everything they get in life. People who, during their working years *could have bought themselves security* on easy terms. Just as you or any man can do.

Yes, any man with ten or fifteen years of earning power left—even though he earns but a modest income—can make a financial success of his life. A representative of Investors Syndicate can show you just how this can be done.

Let him explain to you the Investors Syndicate plan of *Living Protection*. Let him show you how little you need set aside from your monthly

earnings in order to acquire \$5,000, \$10,000, \$25,000 or more.

Ask him to prove to you the soundness of this plan and show you how your interests will be protected—by an institution which during every year of a century has enjoyed the endorsement of authorities in sound finance. An institution which during every year of its entire life has met every obligation on time, when due.

See him at your earliest convenience. In the meantime, write Investors Syndicate, Dept. R610, Minneapolis, Minn., for a copy of a booklet that every married man with ten or fifteen years of earning power left should read—*A New Plan of Life*.

Investors Syndicate agency offices
in 152 leading cities, including:

New York† · Boston · Philadelphia
Chicago · Atlanta · Washington
Houston · St. Louis · Kansas City
Denver · Seattle · Los Angeles
Toronto* · Montreal* · Vancouver*

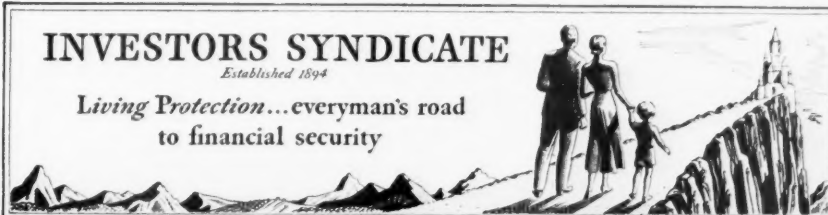
Home Office: Minneapolis, Minn.

† Office Investors Syndicate Title and Guaranty Co.
* Office Investors Syndicate, Ltd., Canada. These
companies are affiliates of Investors Syndicate

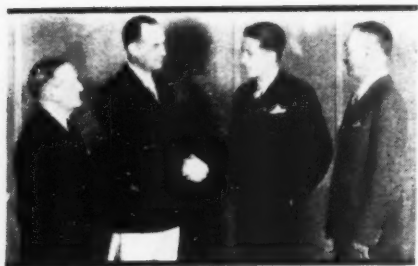
INVESTORS SYNDICATE

Established 1894

Living Protection...everyman's road
to financial security



When writing INVESTORS SYNDICATE, please mention "The Rotarian" Magazine.



The beaming young man is Jim Stewart, Beverly Hills, Calif., winner of a Rotary-sponsored scholarship.

holds a clinic whenever children come needing examination, which means almost every day, and it buys medicines, appliances, and supplies hospital care.

Scholarship for Jim

BEVERLY HILLS, Calif.—Jim Stewart, son of Rev. James K. Stewart, local Rotarian, has been awarded the first annual Rotary Club Scholarship (value \$1,200) given by Miramonte School and Junior College but released through Clubs of the 2nd Rotary District. (The photo above, left to right shows: T. Owen Dorsey, President Beverly Hills Club; Verne S. Landreth, President of Miramonte School; Jim; his father, Past District Governor George McLellan, of Santa Barbara, Calif., who has been active in the project, is not in the picture.)

Dollar a Week for Campers

WICHITA FALLS, TEX.—A man doesn't have as much trouble getting a dollar as a boy does, generally, and it's the boy that has the best time with that dollar. That, at least, is the way it worked out in Wichita Falls. On the dollar apiece that members of the Rotary Club contributed each week during the Summer, 100 boys from the Wichita Boys' Club spent several weeks in a Summer camp. Campsite, leaders, food, everything was arranged by the Rotary Club which won the help of many other interested businessmen in the city.

Hobby Show Doubles Popularity

ELMIRA, N. Y.—Two facts stood out significantly when Rotarians of Elmira compared their two most recent annual hobby shows. The exhibit by boys confined in a local reformatory this year ran to hobbies, while in the past it had been almost totally shopwork. More self-expression there, thought Elmira Rotarians. Last year's show brought out 258 boys and 500 exhibits. This year's, 622 boys and 1,264 exhibits. Seven thousand people saw the last hobby show, which cost the Club about \$800. One of the greatest benefits of this boys service, looking at the matter from the Club's point of view, is that it has enlisted the 100 percent interest of every one of the 146 members.

From Boys to Men

ROCKY MOUNT, N. C.—Ten years ago six trembling boys 11 and 12 years old sat at a special table at a luncheon of the Rotary Club of Rocky Mount. Each had memorized a speech written by a member of the Club on one of Rotary's then Six Objects. During the meeting, each spoke his piece. A few weeks ago five of the same six (one was out of town), quite at ease and confident, for they were men now, addressed the Club, this time on "What we think the future holds in store for us." College men all, they are now either completing advanced studies or have already located positions.

The Hobbyhorse Hitching Post

A Corner Devoted to the Hobbies of Rotarians and Their Families

MOTORING afloat, popular New Zealand hobby, is here described by enthusiast John Clark, a member of the Rotary Club of Auckland.

You can't be outbound every day, of course. But the log brings back the whip and zest of it, the sting of salt on your cheeks, the crack of the wind, the whisper and gurgle of waters cleft and left behind. I turn the pages:

Passed Rangitoto Beacon at 11:20 p. m., 24/12/31, and Tiri at 12:30 a. m., 25/12/31. Were abreast Canoe Rock (Kawau) at 1:45 a. m. Passed outside the Hen and Chickens at 6:10 a. m. At 10:30 a. m. were abreast the Wide Berth Islands—southernmost point of the entrance to Whangaruru. Dropped anchor in Deep Water Cove at half-past one. We had only scrap meals with tea up till now. . . .

I read; and remember.

Is there any hobby, I wonder, that gives more immediate health and contentment, and more pleasures of memory, than the hobby which is so popular in our country, motorboating? These southern seas around New Zealand are particularly well fitted for it. We are a seafaring people, and thousands indulge in it.

At Auckland, the boating season lasts fully six months, from early November till early May. The weather is rather mild, not too hot in Summer, not too cold in Winter. There is no snow ever nearer than 120 miles of the city, and then only in the hills. Further south, of course, the Winters are pretty severe, the ice plentiful; for from the northern tip of North Island to the southern tip of South Island is quite as far as

from Philadelphia, say, to Miami, or from Oslo, Norway, to Rome, Italy, and the range of climate is fairly wide.

Many of our gypsy trips in a motorboat are made at or near the Christmas holidays, which is our midsummer. Friends in other boats are often met in mid-channel or at coves and harbors along the way. There may be dances ashore.

Far north and beautiful is the Bay of Islands, which up to the 70's was a favorite refitting ground for American whalers. There in a hidden bay I have come across a Maori settlement with a single white man in its midst—he the school teacher.

Still farther north, at Whangaroa, is one of the most land-locked harbors in New Zealand, the entrance of which is not more than an eighth of a mile wide.

There are numberless stopping places along the way. We carry ample supplies of food, and sleep aboard. But we go ashore for fresh milk, bread, water. Out of the sea, as a rule, we take all the fish we want. We see a hill ashore that looks inviting. We go and climb it. There is a clear stream coming straight down from the heights. We swim. And if it rains, or if the seas are too high outside, we lie aboard in a snug harbor and listen to rain on the roof.

Radio goes with us, of course. On our last trip, from half across the world we heard California.

There may be better hobbies than boating in our waters. But I'll not trade for them!

The Field

Rotarians and members of their families who care to share ideas on their hobbies with other readers may start such an exchange by writing thus to the Groom: "Please list my hobby and me in The Field."

Iris Culture: Frank A. Jones, 112 S. Main St., Ottawa, Kans.

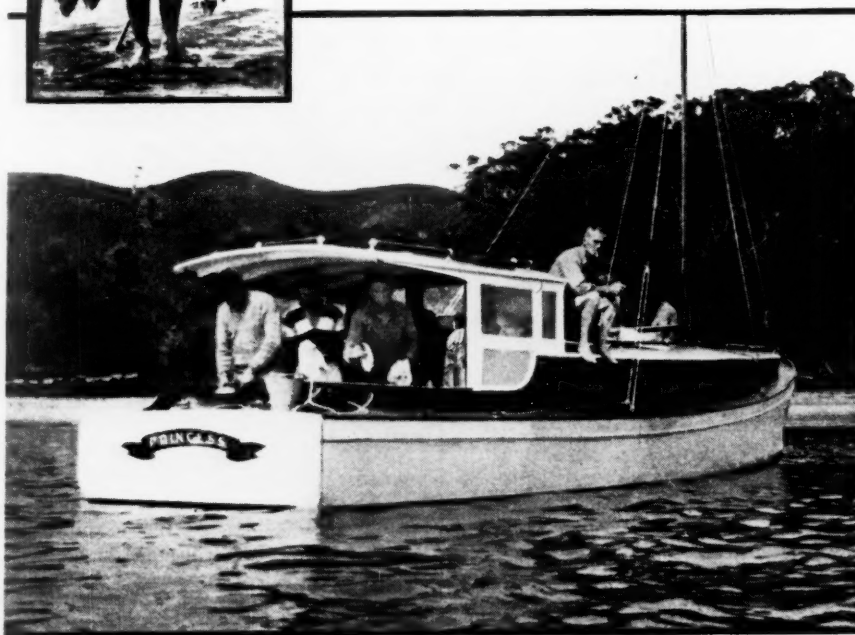
Stamps: Josiah Sleeper (instructs boys in collecting), Chester, Pa.

Antiques: William J. Layland, 114 N. Caddo St., Cleburne, Tex.

—THE GROOM.



Jack Clark (left) —and his launch.



Use Rotary in My Business?

The article Use Rotary in My Business? by Chesley R. Perry, Secretary of Rotary International, in the August ROTARIAN, has created interest in many circles and has resulted in much thoughtful discussion, of which the following is exemplary. Rotarians everywhere are invited to write expressing themselves freely on this subject of such widespread Rotary importance.—THE EDITORS.

Why Empty Order Books?

If you have not yet read Ches Perry's well-pointed article *Use Rotary in My Business?* in the August ROTARIAN, by all means do so. It suggests how we can use Rotary in our business without prostituting its good name and without cheapening ourselves in the eyes of our fellow members. One Chicago publisher thought so well of the article that he had it reprinted and distributed to 16,000 salesmen. And well he might, for it touches the heart of one of the great problems in selling.

I refer to the salesman who is always on the "verge" of getting an order. He is adept at getting the buyer interested. He is able to present his story convincingly. But there he sticks. For some reason, which sales managers have wondered about for ages, he is unable to close the gap between interest and action. He is a good starter, but a poor finisher. What is the matter with him?

Ches Perry has the answer, if indeed you have not already guessed it. When the time comes to close, the salesman gets an attack of the "gimmies." He forgets all he knows about putting service before self. The glint of getting shows in his eyes. The buyer puts up his guard. He becomes suspicious. The more the salesman reaches, the tighter the buyer pulls his purse strings. It is just human nature. When we think some one is trying to take something away from us, we instinctively hang on to it all the more.

The same is true in all human relations, in business or out of business. The moment we fail to put service first and by word or action show a selfish motive, that moment our effectiveness fades. The secret of all human relations is service and understanding, as every Rotarian knows. But sometimes we forget it.

J. C. ASPLEY, Rotarian
President, Dartnell Corporation,
(Editor, The Gyrator, of the
Chicago Rotary Club)

Chicago, Illinois

'Three Interesting Examples'

I have read with much interest Secretary Perry's article in the August ROTARIAN entitled, *Use Rotary in My Business?*

If I had known that Secretary Ches was preparing such an article, I think I could have given him some examples as good or perhaps better than the ones he used; perhaps my experience may be of interest to readers of your Open Forum.

I contend that it is unethical for any Rotarian to go out after business on the strength of his membership, but I have also emphasized to many Rotarians that the increase in acquaintanceship may automatically result in business contacts of great value to both parties concerned. That is an entirely proper use of our Rotary membership.

Let me cite three interesting examples which have happened to me. I was visiting at one time in the Asheville, North Carolina, Rotary Club. A fine gentleman sitting next to me asked the nature of my business and when I told him, he said that he had some friends who

might be interested in my line of machinery and that if I would accompany him after luncheon, he would introduce me to them. The result was that about three days later, I had an entirely unexpected order for a \$6,700 machine.

At another time, I was visiting in the Philadelphia Rotary Club and the member next to me asked if there was anything he could do for me while I was in Philadelphia. I asked him if there was any member of the Club connected with or acquainted with a certain organization in Philadelphia with which I wanted to do some business. I had been working with some of the junior executives of that organization without results. This fellow Rotarian smiled and said that his son-in-law was the head of that organization and invited me to go with him after luncheon to be introduced. Three weeks later, I had an order for a portable asphalt plant and several other smaller machines.

In another case, I went into a midwestern city where the city officials were in the market for apparatus of the type I produce. I was due to arrive on a morning train expecting to have the day for discussion of this proposition with members of the City Council. The train was late and I arrived a half hour before the Council meeting opened. The first Councilman I met was wearing a Rotary button and it developed that of nine councilmen, seven were Rotarians and two members of another service club. I mentioned the fact that I had just returned from the Dallas International Rotary Convention.

During the council session, much to my dismay, one of the members moved that this matter be deferred to a special meeting to be held at two o'clock the next afternoon, which motion was carried. Then he turned to me and said, "Now you can stay over and give us a talk at Rotary tomorrow on the Dallas Convention." At two o'clock that afternoon the council met in special session and awarded the contract to me, although I was up against some stiff competition.

I have had many cases where my membership in Rotary has brought me contacts, without solicitation, which have resulted in friendly and profitable business connections.

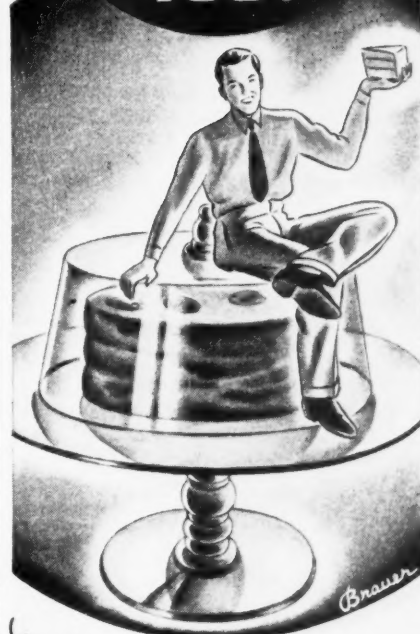
Another example of this: I went to Little Rock, Arkansas, one time to see a contractor who was in the market for some equipment, and at his office that morning learned that he was out of town and they did not know exactly when he would return. So I went to the Rotary Club luncheon where I was welcomed by District Governor Sidney M. Brooks, who took me to a vacant seat. In introducing the Rotarians on either side of me, he presented the very contractor whom I went to Little Rock to see, and who had returned that day just in time for the luncheon.

I believe that every Rotarian is justified, when visiting other Clubs, to ask to be introduced to members in his classification or members with whom he may have some community of interest. It has been one of my most pleasant experiences.

W. MCK. WHITE, Rotarian
President, Rotary Club

Elkhart, Indiana

**YOU
CAN HAVE
YOUR CAKE
AND EAT IT
TOO!**



When you're a guest at
HOTEL LENNOX
IN SAINT LOUIS

We specialize in pleasing the hard-to-please guest. The more critical and exacting you are, the harder you'll fall for Lennox service.

From the moment you register until you depart you'll enjoy courteous treatment, restful sleep and pleasant surroundings at Hotel Lennox.

*Fine Food and Drink is
Part of the Good Service*

RATES

50% of all rooms rent for \$3.50 or less, single; \$5.00 or less double

**HOTEL
Lennox**
9TH & WASHINGTON, ST. LOUIS

Within 1 Block of Hotel Mayfair—under same management

When writing, please mention "The Rotarian"

Metropolitan Cacophony

Harold Callender in *Safety-Conscious Britain* in the August *ROTARIAN* told of noise control in England. His article suggests these lines:

Ere dawn starts the battle
With rumble and rattle
Like chains of a chattel
The milk wagons throng;
With stamping and clanging
And loud backdoor banging
Sonorous haranguing
They amble along.

Then public garages
Discharge their barrages
Arousing menages
And masters alike;
With skidding of tires,
Brakes shrieking, backfires
Exhaust gas conspires
To bombard the pike.

The newspapers follow
Sleep's remnants to swallow
As hard tires hollow
Resound on the walk;
With whistling enchanting
Stair climbing and panting
Colloquial ranting
Deliver and hawk.

The janitor enters
His myriad mind centers
On backward frequenters—
He calls to his pals;
While ash cans he rattles
He listens to rattles
And merrily prattles
With sweet kitchen gals.

Next come the kyoodles
The vappers and poodles
Of people with oodles
Of dollars, sans sense;
Their owners all prize them
And maids exercise them
While neighbors despise them
With feelings intense.

Then shortly the hawkers
Those leather-lunged talkers
The kitchen-floor stalkers
Converge from all sides;
The phone starts a-ringing
The radio singing
And sleep has gone winging
As bedlam presides.

All day motors growling
And sirens intoning
Police cars a-moaning
All frazzle the air;
The night-worker weary,
Exhausted and dreary—
His mind far from cheery—
Seeks rest, but oh, where?

In days before Phidias
The nights were made hideous
By tomcats, insidious,
Intriguing their mates;
Through nine lives appalling
They're still caterwauling—
Cacophonous bawling—
While making their dates.

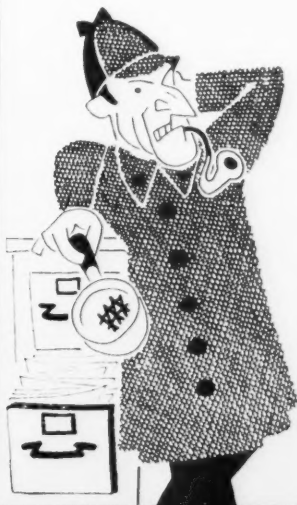
Tintinnabulation
Of civilization
Makes our habitation
A region obsessed;
One prospect we treasure
With infinite pleasure—
That peace beyond measure
In our final rest.

Chicago, Illinois

W. V. RICHBERG

Frankly WATSON, I'M BAFFLED!

Even a great detective couldn't find an important letter in some files, but he would quickly discover that obsolete equipment and out-of-date methods are an expensive handicap to business.



Globe-Wernicke has solved the problem of quick, accurate filing and finding with the outstanding filing development in years—the Tri-Guard principle. It saves time, work and money; greatly increases office efficiency, and makes working conditions more pleasant.

Our dealer will gladly demonstrate the Globe-Wernicke Tri-Guard file in your office so you may compare it with other methods and equipment now in use, or write direct to us for a copy of "The Outstanding Filing Developments in Years" and "Speed Up Filing and Finding," which illustrates and describes the safest, simplest, easiest and best filing system for your office.

The Globe-Wernicke Co.
Cincinnati, O.

TRI-GUARD The Outstanding Filing Development in Years



Home of CHICAGO ROTARY CLUB for 15 Years HOTEL SHERMAN

Rotarians from many climes always make the Hotel Sherman their home when in Chicago

WORLD RENOWNED RESTAURANTS

Chicago Rotary Club Luncheons every Tuesday at 12:15. A real Rotary welcome

**BE SURE TO VISIT THE
COLLEGE INN**
"CHICAGO'S BRIGHTEST SPOT"



JUNIOR GONG—\$5.00

For smaller clubs. Same beautiful lines and rich mellow tones as our large gong, 6 1/2 inches high. Complete with emblem, gavel and cover—\$5.00.

Flags—Banners—Badges—Favors—Souvenirs—and All Club Supplies
Have You Our Catalogue?
"Old Glory" Manufacturing Co.
503 S. Wells St., Chicago, Ill.



DeLuxe Program for Ladies Nights, Father and Sons, Inter-Club Meetings, etc. Magician, Ventriloquist, Artist. "A laugh every time your watch ticks." Write for FREE illustrated booklet

Fred Robison & Jerry
Curwensville, Pa.

An Activity for Your Club

Do school libraries in your community receive *THE ROTARIAN*? Students find it useful for reference purposes. Many Rotary clubs subscribe for local schools.

When writing advertisers, please mention "The Rotarian" Magazine

A-1

Composition Company

211 W. WACKER DRIVE • CHICAGO

Phone Central 3173

The Largest Selection of Modern
Type Faces in the Middle West

LABELS

all kinds.
• all good

THE FRANK G. SHUMAN CO.

Edward C. Long, Pres.
771 W. Jackson Blvd.
CHICAGO-ILL.

• phone MOntre 4047

by **SHUMAN**

Dividing the Benefits of Science

I. Give Them to All by Maintaining Low Prices

[Continued from page 13]

income if divided equally would give less than \$1,800 per family.

In discussions of the redistribution of income it is ordinarily assumed that the problem would involve merely a shifting of income as between high salaried officials and receivers of investment income on the one hand, and the wage earning population on the other. This is, however, but one phase of the problem, for there are wide differences in the incomes received by the groups which constitute the working population as a whole.

The number of persons listed by the census of 1930 as gainfully employed wage earners, salaried workers, and business enterprisers was 47.1 millions. A large number of people engaged in clerical occupations, in farming, and in small-scale distributive and service activities have incomes above the average.

Even among the wage-earning groups there are wide variations in the amount of incomes received. Skilled workers naturally receive higher wages than unskilled, and well-organized labor groups receive more for their work than poorly organized groups. Many families of

skilled workers in 1929, notably skilled mechanics, machinists, typographers, railway engineers, and hosiery-mill operatives, received incomes in excess of \$2,500. The establishment of uniform incomes would obviously involve a reduction in income of any laborers having incomes above the average. Similarly, there are several million families in the higher clerical, technical, and professional classes whose incomes would have to be appreciably reduced.

Among the farm population, income varies widely in different sections of the country. The income of the farmers of California was ten times as great per capita as that of the farmers of South Carolina, and the farmers of Massachusetts and Rhode Island received about three times as much per capita as those of North and South Dakota. A completely equal distribution of income would involve the reduction in income of farmers of these and other States. Wide variations in the amount of farm income received reflect, of course, the relative productivity of the different areas, and in some measure, perhaps, the industrious-

ness of the population. If uniform incomes were to be established such factors would have to be ignored.

Note also the extent of the variations in the income of the entire population by geographic sections. The per capita income in the New England, Middle Atlantic, East North Central, and Pacific Coast States is very much higher than that of other divisions of the country. The range runs from \$1,107 per capita for the Middle Atlantic group to \$344 in the East South Central States. The extremes vary from \$1,365 for New York to \$261 for South Carolina.

These variations are attributable in part to the differing numbers of people in the high-income groups, but they reflect also variations in the general level of productivity in different sections.

This analysis of the existing distribution of income among the various classes by geographical divisions is significant simply for the light it throws upon the complexity of the problem and the economic issues involved. To bring about a completely equal division of income would require taking money away from certain wage and farm groups, as well as from salaried officials and receivers of interest and dividends, and transferring it to numerous types of people in the lower-income levels, including farmers, petty tradesmen, wage earners, clerical workers, domestic servants, and others.

Such a comprehensive redistribution could not be accomplished through a modification in the disbursements made by private enterprise. It would have to be brought about through the intermediation of the public treasury and would obviously require an administrative organism of vast complexity. The conclusion is inescapable that a redistribution of income to provide complete uniformity would be administratively impracticable.

The only real possibility for effecting any substantial redistribution of income lies in the absorption and transfer of income now received by high salaried officials and by investors from the ownership of property. If we are to ascertain the extent to which a redistribution of existing income might raise the incomes of the masses, we must consider the magnitude of the income now received by the high salaried and investing groups.

In 1929, if the salaries of corporation officials and the income derived from investment were to be completely absorbed for the benefit of the masses, the amount

Benefits of mass production of automobiles have been passed on to the consumer. The motor car above is in the \$600 class; the 1900 Cadillac shown below brought about \$2,000.



Photos: (above) Dodge Motors; (below) Brown Bros.

available would be less than 18 billion dollars, or about 22 percent of the total. This would be equivalent to about \$140 per capita—\$560 per family—for the population as a whole. At the present time, it would be less than \$100 per person.

The truth is that the actual increase in income that might be realized by the masses would be much smaller than is suggested by any of the figures which we have been considering. No one—apart from those who favor outright Communism—has ever seriously suggested anything like so extensive a redistribution of income as that which we have been considering. All of the current plans and proposals, including those of the Socialists, are of a much less extreme character.

It is evident from the foregoing analysis that the provision of reasonable standards of living for the masses of the people cannot be achieved by mere redistribution of the *existing* wealth and income of society. The amount to be divided is simply not large enough to afford the desired level of well-being. At the most, a few hundred dollars might thus be added to the incomes of the families constituting the great mass of the population.

If we are to achieve the goal of satisfactory standards of living for everyone, the first requirement is to increase progressively the total amount of the income to be divided. *Only as the aggregate national income increases from 80 billions a year to 100 billions, to 150 billions, to 200 billions, will the goal of a high standard of living for everyone be attained.*

The distribution of income from year to year is of *primary* significance not for its momentary effects upon the well-being of the masses, but for its possible cumulative effects in promoting a fuller utilization of our productive facilities and a consequent progressive increase in the aggregate income to be available for distribution. We are not interested in maintaining a static situation in which the total income, even if equally distributed, would be altogether inadequate; we are interested rather in producing a dynamic situation in which increasing quantities of newly created goods and services would become available for everyone.

Having cleared the ground of certain misconceptions we are now in a position to consider how income is created and distributed. We shall also indicate the importance of a wide distribution of an expanding total income.

When we speak of national income, we naturally think first in terms of the money which we receive in the form of wages, salaries, interest, profits, fees, etc. This *money income* is, however, not of

ultimate significance; it is the things which the money will buy that count—namely, food, clothing, shelter, and the necessities and conveniences of life. Real income therefore consists of goods and services which minister to our wants.

A great many people confuse money incomes or purchasing power with real income in the form of goods and services. Hence they conclude that all that is necessary in order to give people higher standards of living is to increase the supply of money in the hands of the people. But upon a moment's reflection, one notes that an increased quantity of money income will not do us any good unless it is accompanied by a corresponding increase in real goods and services. It is an elementary fact that we cannot all have more and better food, clothing, and shelter, household furnishings, etc., unless increasing quantities of such goods are produced by the people as a whole. Increased production is thus fundamental.

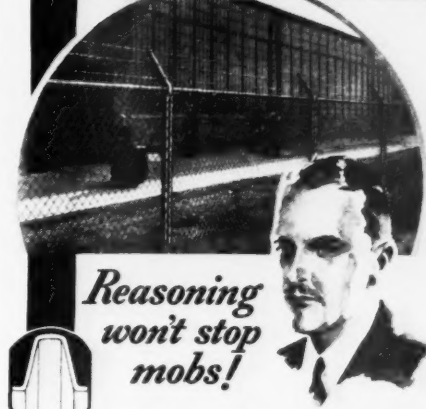
Over the period of the last 200 years we have had a remarkable increase in living standards. In fact, the masses today live on a plane comparable to that of the classes only a short generation ago. By what methods and processes have these increased incomes been brought about?

In the first place, as everyone realizes, we have had a phenomenal increase in productive power resulting from the development of labor saving machinery and consequent increasing efficiency. The benefits of this increasing efficiency have been disseminated widely among the masses of the people by means of a system of wages and prices. The worker, for example, may obtain a higher level of income either as a result of an increase in wages or by a reduction in prices. Concretely, if over a period of time wages are increased from \$1 to \$2, and prices remain the same, one's real power to purchase goods is obviously increased. Similarly, if selling prices are reduced while wages remain unchanged the purchasing capacity is likewise increased. One gets more goods for the same money.

Now all the vast increase in living standards which has been achieved in modern times has in fact resulted from a widening of the ratio between wages and prices. The records with reference to wages and prices show that sometimes the improvement has come chiefly from increasing money wages, while at other times it has come chiefly as a result of falling prices.

One sometimes hears the statement made that it is impossible to raise wages or reduce prices without destroying profits. Anyone who argues this way is simply contending that we can hence-

PAGE FENCE



**Reasoning
won't stop
mobs!**

"But our Page Fence did. It gave sane leaders time to gain control. We're protecting all our plants with Page Fence—doing it now. We know of no better way to invest part of this year's earnings. If you stop to think—could there be a better time?"

PAGE FENCE has many constructional advantages. The new wing channel Line Post provides superior galvanizing, greater strength, a far neater, more serviceable installation. Because no one metal is suitable for all fence conditions—PAGE alone offers a selection of superior fence metals—ARMCO Ingot Iron, ALCOA Aluminum, Allegheny Stainless Steel, Copper-Bearing Steel, genuine Wrought Iron.

Located throughout the United States are 92 Page Fence Distributors. Write to one of the offices shown below for helpful literature and name of the Page Fence expert nearest you.

PAGE FENCE is a product of the Page Steel & Wire Division of the American Chain Company, Inc.

PAGE FENCE ASSOCIATION
Bridgeport, Connecticut
NEW YORK PITTSBURGH ATLANTA
CHICAGO SAN FRANCISCO

This Label—Your Guarantee

The PAGE P-12 label identifies PAGE galvanizing which is guaranteed to withstand a minimum of 12 one-minute dips by the Preco Test. PAGE P-12 galvanizing applies not only to fence fabric but also to posts, top rail and fittings as well—your guarantee of maximum resistance to rust.

America's first wire fence—since 1883

ROTARY

Emblems - Rings - Favors - Gifts

CLUB MEMBERS—
SECRETARIES—
CLUB JEWELERS—

SEND FOR NEW BOOKLET
THE MILLER JEWELRY CO.
EMBLEM MANUFACTURERS
809 WALNUT ST. CINCINNATI

TODAY'S GREATEST RADIO VALUE

**16-TUBE
MIDWEST
5-BAND RADIO**

\$49.95

30 DAYS FREE TRIAL

SAVE 50% by ordering this bigger, better, more powerful, super selective, "Air Tested" 16-tube, 5-band radio... direct from factory. 74 advanced features include Electric-Saver and Push-Button Tuning. Secures American, Canadian, police, amateur, airplane, ship broadcasts... and finest foreign programs. Money-back guarantee. 30 days FREE trial! Write TODAY for our FREE 40-page 1937 catalog.

MIDWEST RADIO CORPORATION
Dept. D-120 Cincinnati, Ohio

(Special offer applies only to mail orders.)

When writing, please mention "The Rotarian"

Cunard White Star
suggests an
AUTUMN TRIP
to
EUROPE



...with regrets to
the many who could not
be accommodated in
June and July

Join, this year, the distinguished coterie of travelers who always 'go late'. You'll like Europe in this new social season...theatres re-opening, shops brilliant with Fall displays, restaurants and night-clubs thronged again with fashionable folk returned from beach and mountains. You'll enjoy an autumn crossing, too...on less crowded ships, through golden Indian Summer days and tangy nights made for wining, dining, dancing. And not least will you like the low Fall rates now in effect both aboard ship and abroad! So if you've missed your summer trip abroad and grown weary with hot-weather commuting...make this your real vacation! Book through your local agent or Cunard White Star Line, 25 Broadway and 638 Fifth Ave., New York.

New Sailings—Express to Cherbourg and Southampton; Berengaria Oct. 1, Queen Mary Oct. 7 & 21, Aquitania Oct. 14 & 28. Other sailings to various ports of the British Isles and the Continent: Samaria Oct. 2, Georgio Oct. 3, Scythia Oct. 10, Carinthia Oct. 16, Britannic Oct. 17, Laconia Oct. 24, Samaria Oct. 30, Georgio Oct. 31.

The British tradition distinguishes
Cunard White Star



When writing, please mention "The Rotarian"

forth have no further rise in living standards. To accept such a view means acceptance of the conclusion that the private business system is no longer capable of promoting economic progress—which is an obvious absurdity. In view of the accumulation of scientific and technical knowledge, we should be able to have more rapid progress in the future than we have had in the past.

If it be agreed, then, that the business system must and can continue to promote progress, we must ask which of the two alternative methods of increasing the buying power of the public is best adapted to the purpose.

The choice between wage increases and price reductions is in principle a simple one to make. The wage-increase method increases the purchasing power of only that portion of the population which works for wages—and this constitutes only about 40 percent of the entire population. Concretely, industrial wage increases would not directly benefit the farm population, proprietors of small business establishments, persons in domestic service, or those engaged in non-business enterprises.

When prices are reduced, on the other hand, everybody is benefited. This not only gives a maximum increase in purchasing power, but it serves to maintain a balance between different divisions of our economic system—particularly between industry and agriculture, or rather between the urban and rural population.

It seems obvious to me that if America is to enjoy the fullest measure of economic development the 40 odd millions of people who live in agricultural communities must share in the benefits of technological progress. Industry cannot procure the largest possible markets unless the farmers as well as the city folks are in a position to buy. And the farmers can be placed in a position to buy increasing quantities of manufactured goods only if the prices of such commodities are persistently reduced.

The comparatively high level of industrial prices in recent times, paralleled by falling prices for agricultural commodities, has produced a serious maladjustment between two great but interdependent divisions of our economic system. Industrial and agricultural prosperity—the welfare of the people of the cities and the country—are mutually interdependent.

The great problem of business is not so much how to produce more goods as how to sell the goods which we are able to produce. The one sure means of broadly increasing our capacity to sell is by constantly offering more goods for the money. The lesson which our industrial

history teaches is that only thus can we provide the broad markets upon which we depend for an expanding scale of business enterprises. We must put back of each new unit of producing power a new unit of consuming power—otherwise it will not pay to create the new producing power.

In order to prevent possible misunderstanding, let me emphasize that I am not suggesting that prices can be reduced below the costs of production or that we can operate a profit-making business system without profits. Confronted with a high level of costs and taxes, many businessmen immediately say it is impossible to reduce prices—that, on the contrary, they must be increased. Now whatever may be true in particular lines of business at any given moment of time, it is possible, I believe, in all lines of business other than those based upon vanishing natural resources, gradually to increase efficiency and reduce costs and selling prices. Let me again reiterate that anyone who denies this as a long-run possibility is merely arguing that we have reached the limit of economic efficiency and economic progress.

MY analysis, you will observe, is concerned with fundamental forces and long-run requirements rather than with the immediate situation. *I am insisting that a policy of low prices—as low as can possibly be maintained—is essential to maximum economic progress, and hence to the greatest welfare of business itself.*

Industrial history teaches that those industrial enterprises which rapidly install more efficient equipment and aggressively endeavor to expand the volume of business through lower prices need have no fear on the score of profits. The industry which offers the most for the money has the best chance of getting an increasing share of national markets.

As a result of the depression, prices are at this particular time comparatively low in most lines of production. The need at the moment is, perhaps, not so much to reduce commodity prices as to prevent them from rising. Ordinarily during a period of business recovery there is a tendency to push prices up just as fast as the immediate market situation appears to make it possible to do so; and thus is laid the foundation for the vicious spiral of rising prices.

If, as the recovery movement broadens, we can, first, hold in check the natural tendency to advance prices; and, second, make price reductions just as fast as the increasing technological improvements make it possible, we will be laying the foundation for an enduring prosperity.

Dividing the Benefits of Science

2. All Profit When Prices Are Stable and Wages Rise

[Continued from page 15]

aim a society with a declining average level of prices.

All producers who have a slow turnover, such as city real estate and livestock producers, are severely penalized by falling prices. One cannot produce a forest or a cow in a day. A cow is about an 8-year investment. The rate of growth of many forests is not more than the fall in prices would be if wages were stable. If prices fall as efficiency increases, the producer of a forest might expect to have no return on his capital and to lose all his annual costs of growth.

With stable or slowly rising prices, wages and other administratively set prices respond promptly and the price structure is kept in adjustment. Even with such an unfortunate rise in prices as occurred from 1915 to 1920, wages at the end of the 5-year period had caught up with the doubled level of prices. Debts, taxes, and costs of distribution are kept in fairly close adjustment when prices are stationary or rising slowly, but do not respond promptly to a falling price level. They involve many commitments that are fixed in dollars.

Our legal machinery and ideas of creditor's rights are not designed for a falling price level. In fact, when there was a long period of falling prices in the Dark Ages, the position of the creditor was so difficult that Christians were forbidden to take interest.

We do not need to theorize as to the merits of falling prices. We need only to look back on the periods of history when prices were falling and compare them with periods when prices were stationary or rising slowly, or, if you wish to make extreme comparisons, compare rapid rises with *equally* rapid declines, both of which are bad. Compare the effects on production and social tranquillity and general goodwill of periods when prices rise slightly with periods when they fall.

For a happy, progressive, and stable society we require stable or slightly rising commodity prices with wages rising as rapidly as efficiency increases. Those who save then receive good interest rates and can help finance new industries because they can safely reach down to more speculative investments. They can invest in stocks rather than in bonds. Laborers may safely buy homes with small down payments. Young men may safely buy farms in the hope of paying for them. Efficient workers can look forward to rapid promotion. Old or inefficient ones

may look forward to a continuance of employment at their old wage rates, so that they may take care of their dollar obligations and save their self-respect. Those industries with a slow turnover can proceed without having their products depreciate during the process of production. Employers can take chances on new things. Young men can expect jobs and get married. With falling prices, all these things are reversed or made more difficult.

All of the above discussion gives the general principles and leads to the conclusion that is in agreement with historical experience that human welfare is best promoted by stable or slightly rising prices with steadily rising wages as efficiency increases.

But what of the automobile? Should prices have been held up? There are always new industries that start with high costs and gradually reduce costs. Should they reduce prices? Most assuredly, yes. If the general level of prices is stable and wages rising, any industry that can pay the going price for wages and raw materials and yet reduce prices should do so. Other industries that are less favorably

• FLOWERS! •

For delivery to someone in Chicago or vicinity write or wire us direct. International service by Rail, Air, or Wire. Write for credit card.

Charles W. Van Dyne, Bismarck Hotel, Chicago

Rotary's Gift To Safety

A permanent expression of Rotarian community interest is to enclose playgrounds with a Stewart Iron Picket or Chain Link Wire Fence. It will protect the lives of children, add beauty and enhance property value. Write for complete details.

The STEWART IRON
WORKS, CO., Inc.
324 Stewart Block
Cincinnati, Ohio

Stewart
FENCES

1886-Golden Anniversary-1936



NEW GOOD WILL GIFT SUPREME!



3 PIECE
POCKET or DESK SET

Items
Also Sold
Separately

PROSPECTS will never forget you if you give them an Autopoint, daily use set imprinted with your sales message. Includes Autopoint oversize pencil, with "grip tip"—lead can't wobble. Autopoint Postalett weighs letters and parcels to 8 ounces. Both made of Bakelite. And Autopoint pocket knife with high carbon steel sliding blade. In suede lined gift box. Advertised in Saturday Evening Post and other national magazines. A recognized value at reasonable prices. Send for sample set on approval. Ask about our line of quality leather goods.

Autopoint Co., Dept. R-10, 1801 Foster Ave., Chicago, Ill.

Autopoint

R
e
m
e
m
b
e
r

When you're
in Chicago

Bismarck
HOTEL
chicago

SAVE TIME!

The convenience of this newest Loop hostelry to everything in down-town Chicago saves you minutes and effort. An ultra-modern hotel equipped with services offering you the ultimate in excellent living.

Write for booklet

*Known for
Good Food*

What Thousands of DOCTORS DO for CONSTIPATION

Yes—when you need a laxative DO AS DOCTORS DO—and take no chances. Dr. C. E. B. of Indiana says: "I have prescribed Pluto frequently and think it the best aperient solution yet found." Dr. A. C. T., Arkansas, writes: "There is nothing better than Pluto."



Works in 1 Hour

With Pluto there are no hours of overnight waiting, which allow poisons to be absorbed and spread through the system, causing that tired feeling—dull headaches—often resulting in pimples, boils, colds. Simply mix $\frac{1}{2}$ of a glass of Pluto Water with $\frac{1}{2}$ of a glass of hot water. You'll find this mixture pleasant, gentle, quick and thorough. It will give you a complete bowel flush in an hour or less, and you'll feel worlds better.

Try This Doctors' Way

Pluto Water is bottled at the famous French Lick Springs, Indiana. It is a non-habit-forming saline mineral water. Two hundred million bottles have already been used, largely on doctors' advice. Get Pluto from your druggist—either in the 25c size or the large 50c size which contains three times the quantity. In 1 hour or less, your constipation will be relieved and you'll feel like a million.

**PLUTO
WATER**

When Nature Won't — Pluto Will



ATTENTION!!! Newspapermen Two Prizes of \$200 Are Offered You

One prize will be awarded the author of the **BEST EDITORIAL**

concerning Rotary and one prize will be awarded the author of the

BEST NEWS STORY

concerning Rotary, published between June 22, 1936, and December 31, 1936.

The entries may be published in **ANY LANGUAGE OR NEWSPAPER** provided an English translation accompanies original.

Judges will be chosen by the President of Rotary International. Awards will be privately announced to the winners before March 15, 1937, and publicly awarded at the 1937 Rotary Convention.

Entries must be sent so as to reach the Committee on Awards not later than

FEBRUARY 1, 1937

ADDRESSED to the Secretariat of Rotary International, 35 East Wacker Drive, Chicago, Illinois, U. S. A.



Photo: Acme

This cotton-picking machine presents a neat social question. Lest it demoralize a widespread industry, its inventors, the Rust brothers, are rigidly limiting the production of new units and are supervising their distribution.

situated may have rising costs. For example, those things in which lumber plays a major part have long had rising costs and rising prices relative to the average price level.

The necessity of adjustment between one industry and another is not eliminated by having stable wages and falling prices. In that event, it would not be sufficient for a new industry to reduce its prices at the same rate as the average. With stable wages, some industries would need to reduce prices much more rapidly than the average, some less rapidly, and some might have to raise prices.

With a stable average price level and rising wages, some industries should do just what they have done in the past—reduce prices. Others should keep prices stable, and some would have to increase prices. The problem of industrial differentials is not a part of this question of stable prices vs. stable wages. It exists in identical form in either case.

We are in a period of the greatest price chaos in history. In any period of violent price changes, the price structure is badly out of balance. From pre-war until 1917, commodity prices in the United States rose 72 percent, but union wage rates rose only 31 percent. By 1920, commodity prices had risen 126 and wage rates 140, showing a fairly rapid response in wages.

With falling prices, the lagging items are much more resistant to change. For example, from 1928 to 1932, raw materials in the United States declined 48 percent, all commodities 33 percent, and union wage rates declined only 20 percent.

Within the wage and commodity price structure there are decided maladjustments when prices decline. Farm wages were cut in half. They fell below pre-war. City labor took the brunt of the deflation in the form of unemployment.

Farmers and farm laborers took it through reduced prices.

The index number of wholesale prices of all commodities as published by the Bureau of Labor was sorted into four groups—the 193 commodities that fell most, the 194 that fell least, and two intermediate groups. From 1926 to 1933, the one-fourth of the commodities that fell most declined from a price index of 100 to 36. These are mostly raw materials and other prices that respond at once to supply and demand.

The one-fourth of the commodities that fell least declined from 100 to 94. They showed very little response to the depression. In general, these are commodities the prices of which are administratively set, because they are under more or less monopolistic control. They met the depression by reduced production, and threw their employees onto the public relief rolls.

WHEN we are confronted with a deflated price situation for farm wages and raw materials, and a high price level for city wages and monopoly goods, the special situation becomes dominant. The nation needed a rise in prices in 1933. In fact, she had to have it to prevent utter chaos. Some of the classes of labor and some manufacturers who had not reduced their rates and prices were so organized that they could present their cases to good advantage. Many of these got on code committees of the NRA and established procedures intended to raise prices of things that had declined very little, and were, therefore, already too high.

Such a procedure was, of course, injurious and delayed recovery. What the nation needed was a balance in the price structure. Since this could not be brought about by cutting debts, taxes, city wages, freight rates, etc., in half, it was necessary

to bring it about by raising those things that had fallen.

In spite of some erroneous efforts to raise things that had not declined, material progress had been made toward a balanced price structure. The one-fourth of the commodities in the Bureau of Labor index that declined most had risen 91 percent by last October. The one-fourth that fell the least had risen 4 percent. It would have been better to have had a further rise in the things that fell the most, or else a decline in those that fell the least. Similarly, the country will be in a better balanced situation when it has a material rise in farm wages relative to wages of urban workers.

The country is in such a chaotic price situation that it is impossible to state the

rate of increase in efficiency of labor since 1914. If the pre-war rate of increase had continued to the present time, pre-war commodity prices would be in approximate balance with wages if the latter were 50 percent above pre-war. If commodity prices should go to 40 percent above pre-war, wages of more than double pre-war might be expected to be normal.

After these various digressions let me return to my original thesis that all classes of the population will, in the long run, profit most by a stable or slightly rising general level of commodity prices, with wages rising as rapidly as efficiency increases, and every producer attempting to reduce his costs and passing the major portions of these reductions on to consumers and laborers.

Herr Diesel Started It

[Continued from page 29]

this type of engine has always been economical, even from the days of Priestman and Hornsby-Akroyd. It started out, however, by being very large, slow, and clumsy. The essence of this type of engine is that in its ignition takes place through the heat of compression. When you compress air to 500 pounds pressure, its temperature is raised to about 1000 degrees Fahrenheit. Now spray into this almost anything combustible, and it burns very rapidly. The principle by which this burning, or explosion, is transmuted into useful work is just about identical with the familiar principle of the gasoline engine. The explosion moves the piston, the motion is transmitted through a connecting rod to the shaft or whatever mechanical means is employed. Early Diesels were one-cylinder or two-cylinder. The Diesel in my new automobile which I drove across the United States is six-cylinder, and drives the car just about as if it were a six-cylinder gasoline job.

The first Diesels were used for stationary engines and for marine power, where their size and clumsiness and slow motion were not particularly a handicap. When we entered the field in 1917, we made principally engines for marine service. By that time, engines of Diesel type had progressed a long way from the days of Priestman and Dr. Diesel. But they were still clumsy, heavy affairs. An illuminating way to show the progress of Diesel engine design would be to tabulate the weight of the engine per developed horsepower by, say, five-year intervals since 1880.

My own knowledge of the field reveals that in the beginning, these engines weighed about 2,000 pounds—one ton—

per horsepower. By 1920 an outstandingly efficient engine on a freight-carrying ocean vessel weighed 437 pounds per horsepower. In the same year the journals told of a German Diesel which was employed in submarines; one of these had brought the submarine *Deutschland* across the ocean on its famous voyage before the United States entered the World War. This submarine engine, which had been built with little regard for economy, developed one horsepower for 50 pounds of weight.

The minimum ratio developed, so far as we know, was in an American airplane engine built about five years ago. This weighed about $3\frac{1}{2}$ pounds per horsepower, and it flew an airplane; it was made along typical airplane lines, using aluminum and other light metals at every possible point. It had the advantage of being a radial engine, which is the lightest type, but as yet inapplicable commercially to any use except aircraft.

Our automotive engine weighs $7\frac{1}{2}$ pounds per horsepower; this includes all auxiliary equipment such as the generator, the starter, everything necessary for installing the engine in the car. This engine weighs about the same, pound for horsepower, as the usual automotive engines burning gasoline.

As I see it, the biggest field for Diesels right now is in railroad use, where weight is not a factor. Diesels on highway hauling are absolutely unbeatable by steam railroading. But while Diesel engines on the highways can ruin the steam railroads, Diesels on the rails are the one possible salvation of privately-owned railroads in the United States. The railroads are discovering this and are making

The Perfect CHRISTMAS GIFT



FOR THE EXECUTIVE

A private office file especially designed for the desk-side use of the Executive having many interests. An ideal Christmas gift for others—a perfect gift to send yourself.

All Important Papers at Your Finger Tips

Private correspondence—personal accounts and records—vital statistics on your business—personal bills, policies—ideas—new confidential plans—as well as all pending material required for frequent reference—thoroughly organized and ready for instant use. No lost papers—no delay—quick action without waiting. A clear desk and a clear mind for immediate problems or work. The greatest time saver ever offered busy men or women. A large range of dividers to suit every need of the business or professional man.

Read Without Removing!

Automatic expanding file drawers afford instant visibility and access without removing papers from file—without rising from desk. Top is flush with desk when closed—slides into vertical position behind file when open. Available in legal or letter size at prices made possible by large production.

FREE Send name at once for descriptive circular and price list.

Automatic File & Index Co.

629 West Washington Street, Dept. 2610, CHICAGO, ILL.



There's only one San Francisco
and only one Palace Hotel

Nowhere else is a great hotel quite so truly the hub of a great city! In SAN FRANCISCO, business, theatres, smart shops, finance and industry are grouped around The Palace Hotel—and within this hotel covering 2 acres, you'll find unusual courtesy, thoughtfulness, comfort and fine food.

600 rooms, each with bath
from \$3 per day (single) up.

The
PALACE HOTEL

"In the Heart of San Francisco"

Archibald H. Price, Manager

When writing, please mention "The Rotarian"



**Crystal Etched
Hand-Blown Glassware
By
RICHARD E. BISHOP**



A beautiful selection of glassware, for every use, etched with an assortment of Upland Game Birds or Wild Fowl designs—the Wings and Wind motif inspiring the breath-taking sense of suspended animation.

Connoisseurs are agreed that the manner in which these graceful glasses have been "etched to life" is a unique demonstration of uncommon craftsmanship. Each glass is authentic, signed by the artist.

*Write for beautifully
illustrated circular.*

Richard E. Bishop

MT. AIRY POST OFFICE
PHILADELPHIA, PA.

Nahigian Brothers, Inc.

Announce

an entirely new and
complete line of

**BROADLOOM
CARPETINGS**

Chenilles and Twist Weaves
—imported Hand-tufts, Fa-
vonneries, and Aubussons.

These additions to our ex-
ceptionally large and fine
collection of Oriental Rugs
—antique, semi-antique and
modern—supply every need
of textile floor covering in
the modern home.

Call, 'phone or write for full
information

Get our estimate on your
requirements

Nahigian Brothers, Inc.
Direct Importers of Oriental Rugs
169 N. Wabash Ave., Chicago
Fra. 8800

When writing, please mention "The Rotarian"

the necessary adjustments in equipment.

It has been only a few years since the first Diesel-powered railroad train in the United States ran over the tracks of a major line to break transcontinental records. Since then, one after another of the principal railroad lines have followed with streamlined Diesel-powered trains.

Among the best known are the Union Pacific "M 10,001," the Burlington "Zephyr," the Santa Fe "Super Chief" and the Illinois Central "Green Diamond." The Burlington now is using six of our locomotive engines for switching, at cost savings so great you would hardly believe them. And as for work accomplished, they have had to add an extra switchman to each Diesel crew because the switch-engine moves around so rapidly and spots so many cars that the original crew of switchmen were wearing out their legs trying to keep up.

I expect to see one Class I road, a comparatively small one, entirely Diesel-equipped, passenger, freight, and yard engines, within a couple of years. We believe in this field so implicitly that we have just completed a new factory building, our largest, exclusively for building Diesel locomotives.

Another industry which will be radically affected by Diesel power is the electric utilities. My own guess is that the Diesel is a greater threat to their continuance than was anything proposed at Washington during the last session of Congress. For example, we were in our plant using public-service electricity at a favorable rate of from 2½ cents to 3 cents per kilowatt hour. We put in two of our own Diesels, hitched them to a generator, spending altogether about \$12,000 for the installation. We are now turning out electricity at two-thirds cents per k.w.h., without depreciation or interest on the equipment, and with due allowance for these costs we are netting a cost of 1½ cents per k.w.h.

Tremendous numbers of plants are doing this sort of thing. Other plants, of the seasonal type which has to pay heavy stand-by charges as a fair part of their rates, are putting in Diesels and generators, running these only during their busy season, and having to charge themselves only interest during the idle months. Isolated towns are installing municipal Diesel plants for electricity; others are supplanting public-service high lines with local plants at considerable rate savings. Some few of these shifts are undoubtedly unsound, but most of them can be economically justified. But it will be hard on the utility investors who come in conflict with this competition. The fact is, we can produce electrical power

from Diesels at as low a cost as the largest, most efficient steam or water-power plant, and do it right on the spot, thus saving the capital costs and the transmission losses inherent in super-power lines.

One question frequently raised is: Doesn't a Diesel emit a terrible odor? The answer has to be, "I don't mind it." The fact is, whenever *anything* burns, it leaves its own distinctive odor. The fuel oil, or even crude petroleum which a Diesel burns, has a distinctive odor; if you have ever been in Dallas or Houston or Tulsa in the winter, or any oil town where they heat buildings with crude oil, you know the odor. It is distinctive, but it is not unpleasant. Besides, nobody has ever convinced me that the exhaust pipe of a gasoline engine smells like attar of roses. Most of us are so accustomed to the odor of gasoline exhausts that we do not even notice it, like stockyards workers and a fertilizer tank. Next time you are driving down a hill behind another car, open the window and sniff a couple of times. Then come over and sniff our Diesel exhaust. I think you will vote for Diesels on that count.

One advantage to public health, when and if Diesels ever supplant a sizeable proportion of gasoline engines on the roads and streets, is that there is no carbon monoxide in normal Diesel exhaust. It is almost impossible to operate a Diesel so that it throws out monoxide, whereas monoxide is a product of the normal operation of a gasoline engine.

I HAVE relatives in New York who cannot raise flowers in window boxes on the avenue side, and cannot keep the windows open because the monoxide gives the family headaches and makes everyone irritable. Diesels would cure that menace to health. Moreover, in any atmosphere where Diesel exhaust becomes too thick for safety, you will have been driven out long before you're overcome. The exhaust makes the eyes water, if strongly concentrated, whereas monoxide is odorless. Hence Diesel exhaust compares with gasoline-engine exhaust as tear gas to a deadly, odorless, lethal gas. I'll take tear gas for myself.

The Sunday supplement writers, with their customary exuberance, have prophesied a lot of things about the future which I cannot see at all, as far as the Diesel goes in its effect on this world we live in. The most startling effect that I foresee should come in the oil industry, from the producers to the retail outlets. And these changes should be all for good.

Right now, the big demand is for gasoline, which is among the higher frac-

tions in crude petroleum. Refiners have a surplus of other fractions; they spend money cracking some of these lower fractions into gasoline, and much of the surplus they must sell at ridiculously low prices for such uneconomic purposes as home-heating—most of which wastes all but a tiny percentage of the heat units in the oil, under even the best conditions.

WHEN Diesels are used in large quantity, they are bound to improve this situation. They will make a more balanced market for the refiners, obtain from this great natural resource a more economic usefulness than it now has. In other words, Diesels will get more useful work out of each barrel of crude oil, and thus conserve the natural resource. This will not of itself halt the appalling waste that comes of one well owner trying to get the oil out ahead of his neighbors in an oilfield, but it should reduce the pressure for ever and ever greater production.

The more important effect upon the oil industry is that it should get the industry a much larger proportion of the world's traffic, and thus broaden the markets. As has been explained, the trend to Diesels is by no means confined to highway vehicles, and as other transport agencies cut costs with Diesels, they will increase their oil consumption at—I very greatly fear—the expense of coal. The result will not, however, be a net loss of employment, for as I figure it on the back of an envelope there will be a far greater increase of employment in making Diesels for some years than there can possibly be a decrease in the employment of coal miners.

In common with most engineers, I hesitate to prophesy too far into the future. For all I know, somebody will develop something far more efficient than Diesels and drive us all out of the field—though it will be a long while in the future, if ever it comes.

For the present, the Diesel is on the upturning wave. The Diesel industry probably, our own company certainly, is on the way to a rapid and profitable development. I look for an expansion in this single field which may well be large

enough to prove the way out of the depression and out of technological unemployment for a good many years.

To mention just a few of the Diesel-equipped units now in use, in addition to those already discussed there are the new all-steel tugboats operating in the Atlantic and the Great Lakes, a vast improvement in safety, strength, and economy over the old wooden coal-burners; new stream-lined Diesel-propelled ferry boats; Diesel tractors for farming; Diesel driven rotary rigs for oil wells; single-car railroad coaches; battleships, destroyers, and cruisers; engines for mine power; dredgers; fishing boats; racing automobiles; canal-building draglines; lightships; lighthouse tenders; schooners; patrol boats; private yachts; packet boats; refrigerator plants; submarines; busses; fire-fighting equipment; snowplows—the list is well-nigh interminable.

In Europe, Asia, Africa, South America, Mexico, Central America, and Australia, Diesel power is making notable progress. Ceylon is using Diesel locomotives; in Mexico Diesel engines power several large mines; Venezuela, Holland, and Norway have new Diesel motorships; Diesel busses are being used increasingly in England; Germany, Australia, India, Indo-China, the Sudan, Yugoslavia, Russia, Sweden, and Asia Minor are buying Diesel locomotives.

I look for no tremendous influence of the Diesel on international politics, on government regulation, on most of these large, mouth-filling matters which the newspaper headlines sometimes predict. The development which I have been outlining in this article is enough to stagger my not over-optimistic mind.

As for other fields which have not been touched upon, why—if the house-heating development in Diesels which I intend to try out in my own home next year works out in practice as it does on cold, cross-ruled engineering paper . . .

But let's not get into the things which as yet are only on paper. Enough has been already accomplished, and is in concrete form of development, to mean raising living standards for an entire nation, and probably for most of the world.

ENGINE SYMPHONY

*With rhythm and rhyme, in cadence and time—
Pulsations quiet and strong
The throb of the steel, in the shaft or the wheel—
The power plant singing its song.*

*Ignoring its ire, but breathing its fire—
Reaction of fuel—long dead—
Producing its power, by the kilowatt hour—
Awake! and its life quickly sped.*

*Gyrations magnetic 'round wire sympathetic
To carry the power of the world
For heating and light and motion with might
While the coils of the rotor are whirled.*

*It is pleasant to hear this music sincere
Of engines running just right:
We work for our hire, but never will tire;
Our best pay is joy in its might.*

—R. R. HOWARD.



WHEN A TRIP TO NEW YORK is a chore

Stay at the Roosevelt. It is readily accessible to any part of Manhattan and in the very center of the midtown business district. Roosevelt service is quiet, yet swift and efficient. Folks tell us that our rooms make grand offices, and many of our local friends take one by the day, just to get away from their own telephone and finish up a pressing job.

A United Hotel

The ROOSEVELT
Bernam G. Hines, Managing Director
Madison Ave. at 45th St., New York
(With entrance to the Grand Central Station)

HUGHES TEACHERS AGENCY

We supply teachers for all types of positions from nursery school to university.
Henry D. Hughes, Manager, 25 East Jackson Blvd., Chicago, Ill.

Make Your Fall Hunting Pay Future Dividends



While hunting this fall in your favorite game cover take a census of the birds it holds. If there's a serious shortage, or no shooting surplus over the necessary breeding stock, we can tell you exactly what to do to insure future dividends in greatly improved shooting.

The Western game restoration plan has been tested and proved at our own game farms. Mail Coupon NOW for FREE "Manual of Game Management"! Complete information you've long wanted!

Manual
Of Game
Management

WESTERN CARTRIDGE COMPANY
Dept. J-61, East Alton, Ill.
Mail, FREE, a copy of your MANUAL OF GAME MANAGEMENT.

Name.....
Address.....
Post Office..... State.....

When writing, please mention "The Rotarian"

YOUR TOWN and ITS WELFARE

❑ Is your town functioning properly? Is it on a sound financial basis? Does it present the advantages and opportunities which its residents are entitled to expect?

❑ Perhaps these are the very problems which have been confronting your community. I should welcome an opportunity to make a scientific diagnosis, outlining the deficiencies and the needs, with the view of a stirring up of the people toward a further advancement of a more general prosperity and a more general happiness.

❑ Over a period of many years I have made a study of towns—their problems and their needs. I would not exchange this work, with its privilege of reaching the cities of America with this message, for any other I have ever heard of in the whole world.

❑ The benefit of my years of experience is offered at a cost within the reach of any town. You are invited to write for information—without obligation.

ALLEN D. ALBERT

Postoffice Box 303
Paris, Illinois

The New Merriam-Webster WEBSTER'S NEW INTERNATIONAL DICTIONARY Second Edition

A
NEW
CREATION



600,000 Entries—Greater by 122,000 than Any Other Dictionary; 12,000 Terms Illustrated; Magnificent Plates in Color; Thousands of Encyclopedic Articles; 35,000 Geographical Entries; 13,000 Biographical Entries; Synonyms and Antonyms; 3,350 Pages; Cost \$1,300,000.00.

The most authoritative staff of editors ever organized was created to make this book and to maintain the Merriam-Webster reputation for "supreme authority." The scope and completeness of the material under its 600,000 entries, make it a source of information on every subject in the whole range of human knowledge.

See the New Merriam-Webster
At Your Bookstore
Or Write Today for Free Pamphlet,
G. & C. MERRIAM COMPANY
701 Broadway Springfield, Mass.

Rotary Supplies

for every occasion
Write for Catalogue "R-3"
The Russell-Hampton Company, Inc.
325 West Madison Street Chicago, Ill.

Your Club Can Do This
More than 1,700 Rotary Clubs are developing relations with the public by placing THE ROTARIAN in local school and public libraries. Does your Club participate in this "activity"?

When writing, please mention "The Rotarian"

Helps for the Club Program Makers

Are you scheduled to prepare an address or a program for your Club? If you are, the following carefully selected references may save you time. Specific outlines for programs suggested in Form No. 251 (listed here by weeks) can be obtained from the Secretariat of Rotary International, 35 East Wacker Drive, Chicago.

* * *

THIRD WEEK (OCTOBER)—Economic Problems—Need for Study (*International Service*)

Emphasis Upon "How" (*editorial*). This issue, page 38.

1. DISTRIBUTION OF WEALTH

From THE ROTARIAN—

Dividing the Benefits of Science (High Wages vs. Low Prices) (*debate-of-the-month*). Harold G. Moulton and George F. Warren. This issue, pages 12 and 14.

The Female and the Specie. Henry Morton Robinson. This issue, page 22.

Social Needs and Lagging Science. J. Huxley. Oct., 1935.

The Goal Is Plenty for All. Harold G. Moulton. Dec., 1935.

Other Magazines—

Low Prices for Prosperity. J. George Frederick. *Forum*. Aug., 1936.

Preventive Economics. C. B. Reeves. *Atlantic Monthly*. Aug., 1936.

Getting Price-Control Religion. *Business Week*. June 6, 1936.

Science and Profits. G. W. Gray. *Harper's*. Apr., 1936.

Help Wanted on the Wage Level. *Christian Science Monitor Magazine*. May 27, 1936.

Mills of Marx Grind Slowly. A. B. Lewis. *Christian Century*. May 13, 1936.

Is Our Gold Standard Too Rigid? George F. Warren. *Forum*. April, 1933.

The New Dollar. G. F. Warren. *Forum*. Aug., 1933.

George Frederick Warren. *Time*. Nov. 27, 1933, page 9.

Books—

Pamphlets and Papers—

Pamphlet Summaries of four studies of the Brookings Institution—America's Capacity to Produce, America's Capacity to Consume, Formation of Capital, Income and Economic Progress—available from Maurice and Laura Falk Foundation, Farmers Bank Building, Pittsburgh, Pa., gratis.

From the Secretariat of Rotary International—
Economic Problems—Need for Study, No. 732. A Rotarian's Responsibility in the Economic Crisis and Afterwards.

2. RELATION OF POLITICS TO ECONOMICS

From THE ROTARIAN—

Britain's Shifting Social Scene. Commander Stephen King-Hall. This issue, page 9.

Can Business Run Itself? (*debate*). Government Is Indispensable, says H. S. Johnson. Yes: Government "Policing" Hinders, says J. W. O'Leary. July, 1936.

Pamphlets and Papers—

The U. S. and World Organization During 1935. The Carnegie Endowment for International Peace. 405 W. 117th St., N. Y. C., 5 cents.

Peace in the Pacific. E. Guy Talbot. Institute Press, Gardena, Calif. 25 cents.

Clash in the Pacific. T. A. Bisson and R. A. Goslin. Foreign Policy Association. 8 W. 40th St., N. Y. C., 25 cents.

America's Stake in the Far East. 3 papers by the American Council, Institute of Pacific Relations, 129 E. 52nd St., N. Y. C., 25 cents each.

From the Secretariat of Rotary International—
How Self-Contained Are We? No. 752. Nationalism in Economics and Its International Consequences, No. 717.

Books—

Politics: Who Gets What, When, How. Whittlesey House. McGraw-Hill, 330 W. 42nd St., N. Y. C., \$2.50.

3. SOCIAL SECURITY

From THE ROTARIAN—

Outwitting the Unemployment Cycle. C. Canby Balderston. This issue, page 40.

Solving Problems for Vladislav. Ferdinand Hyza. This issue, page 30.

You and Those You Hire. Norman Hapgood. Nov., 1935.

Unemployment Insurance? (*debate*). Yes, by F. Perkins. No, by V. Jordan. Feb., 1935.

Books—

Executive Guidance of Industrial Relations. C. Canby Balderston. University of Pennsylvania Press, Philadelphia, Pa., 1935, \$3.75.

FIRST WEEK (NOVEMBER)—Perpetuating the Ideal of Service (*Rotary Foundation*)

From THE ROTARIAN—

The Long Pull. Channing Pollock. This issue, page 6.

Correcting Shakespeare (*editorial*). This issue, page 39.

Plato Started It. George MacLellan. May, 1936.

Lesson from an Old Memory. A. C. Klumph. Jan., 1935.

Let's Look Ahead. H. I. Seely. May, 1935. Rotary Looking Ahead (*editorial*). Jan., 1935.

From Stone Age to Rotary. F. J. Heyward. Sept., 1935.

Pamphlets and Papers—

From the Secretariat of Rotary International—
Our Rotary Foundation. July, 1936.

Club Program Outline. Suggestions for discussion. File No. 115.

SECOND WEEK (NOVEMBER)—Economic Barriers as Obstacles to International Understanding (*International Service*)

From THE ROTARIAN—

A New Zealand View of Rotary. Arthur Douglass. This issue, page 5.

World Trade Awaits Stable Money. Sir Arthur Salter. July, 1936.

Should We "Buy National"? (*debate*). Yes! by Francis P. Garvan. No! by Sir Charles A. Mander, Bart. June, 1936.

Other Magazines—

The Attainment and Maintenance of World Peace. *Annals of the American Academy of Political and Social Science*. July, 1936.

Pamphlets and Papers—

The Increasing Burden of Armaments. W. T. Stone and David H. Popper. Dictatorship. R. A. Goslin. The Foreign Pol-

icy Association, 8 W. 40th St., N. Y. C., 25 cents.

The Sanctity of Treaties. John B. Whittton. **The Price of Peace.** Stephen Gwynn. Carnegie Endowment for International Peace, 405 W. 117th St., N. Y. C., 5 cents.

Economic Causes of War and the Hope of the Future. Beatrice P. Lamb. National League of Women Voters, 1015 Grand Central Terminal Bldg., N. Y. C., 40 cents.

THIRD WEEK (NOVEMBER)—Privileges and Obligations of a Rotarian (Club Service)

From THE ROTARIAN—

I Cover Rotary. Humphrey Owen. This issue, page 34.

My Year of Presidential Service. E. Leslie Pidgeon. This issue, page 43.

Use Rotary In My Business? Chesley R. Perry. Aug., 1936.

Seven Points to Stress. Will R. Manier, Jr. July, 1936.

Once I Was President. Jesse Rainsford Sprague. June, 1936.

"Good Old Wednesday" (*A Rotarian Parson's Reverie*). Mar., 1935.

Psychology of Fellowship. A. O. Squire. Sept., 1935.

A Stenographer Looks at Rotary. Marie Brenton. Nov., 1935.

We Start with the Individual. Ed. R. Johnson. July, 1935.

In, Out, and In Again. By a Past District Governor. Apr., 1934.

Ankle Deep Isn't Enough. Dwight Marvin. Mar., 1934.

Books—

This Rotarian Age. Paul P. Harris. Rotary International, Chicago. \$1.50.

Other Suggestions for Club Programs

ARTS AND THE BUSINESSMAN

From THE ROTARIAN—

It Isn't Sissy to Like Music. Sigmund Spaeth. This issue, page 16.

Arts and the Business Man. R. G. Stott. Jan., 1935.

"A Secret Room" for Every Man. L. Taft. June, 1935.

You're Not Too Old to Play the Piano. J. Erskine. Dec., 1935.

Poetry and the Common Man. L. Untermeyer. Apr., 1935.

The Potter and the Merchant. F. Crowder. Oct., 1935.

Give Your Hobby Its Head. R. Giles. Feb., 1935.

What Is the Promise of Modern Life. F. Crowder. Aug., 1934.

New Leisure to Learn. L. V. Jacks. May, 1934.

Other Magazines—

Art and the Leisure Time of Workers. *Monthly Labor Review* Nov., 1935.

Culture and the Leisure Class. Sempronius. *Scribners*. June, 1936.

RURAL HOMES FOR THE CITY POOR

From THE ROTARIAN—

From City Slums to Country. John B. Tompkins. This issue, page 20.

Back to the Farm. Robert J. C. Stead. May, 1933.

Other Magazines—

America's Town Planning Begins. H. S. Churchill. *New Republic*. June 3, 1936.

Greenbelt Towns: What and Why. A. Mayer. *American City*. May, 1936.

Children of the Shadows. Paul DeKruif. *Ladies Home Journal*. March, 1935.

America on the March. J. Prentice Murphy. *Survey Graphic*. March, 1933.

Can Our Unemployed Find Refuge Down on the Farm? Alexander Legge. *Nation's Business*. October, 1932.

SCIENCE AND YOU: DIESEL MOTORS

From THE ROTARIAN—

Herr Diesel Started It. C. L. Cummins. This issue, page 27.

Other Magazines—

Full Stream Ahead. Charles F. A. Mann. *Collier's*. Jan. 11, 1936.

Diesel Engines Usher in New Age of Power. E. Teale. *Popular Science*. Oct., 1935.

What About Diesel Power? N. K. Chamberlin. *Review of Reviews*. Aug., 1935.

Pamphlets and Papers—

Diesel Power. *The Index*. Jan., 1936. New York Trust Co., 100 Broadway, N. Y. C.

TIMBER LIMITS

Extensive Timber Limits for Sale in blocks of ninety to two hundred million feet—Machinery and Equipment.

For detailed information to persons interested write

A. E. MILTON

No. 10 Royal George Apartments, REGINA, Sask., Canada

YOU GET *all the Service of* 2 BINDERS . . . but you only PAY FOR ONE

Don't spend money for transfer cases and Special Storage Binders. Don't waste time and effort transferring records from current to storage binders. Cut your loose leaf binder cost in half with JOYCE double duty flexible spring post self binders. New sheets can be added daily in current use and, when filled, the binder continues to serve your storage purposes; permanently sealed, if desired. Over five years of successful use have proven its many practical advantages, unusual savings, convenience and extra service.

WRITE TODAY

Ask us to submit a trial binder, made up specially for you, for inspection and use in your office. Or write for folder—cutting binder costs 50%,—prices and full details.



and it Always opens flat

The Edward J. Joyce Filing Co.
ESTABLISHED 1904
56 W. WASHINGTON STREET CHICAGO



FOR BUSINESS OR PLEASURE • Travelers gather at The Stevens assured of gracious hospitalities and superlative service because its management cares.

THE STEVENS
ROOMS WITH BATH
FROM \$2.50
WORLD'S LARGEST HOTEL
CHICAGO

OTTO K. EITEL
GEN. MANAGER

When writing advertisers, please mention "The Rotarian" Magazine

YOU Are Now
10 hours
Closer to



MEXICO CITY

New faster rail schedules from most places to the Mexican border save you up to five hours. Our new faster train, "El Rapido" brings the Mexico City vacationland another five hours closer. You gain as much as ten hours altogether.

More time for fun when you arrive . . . less hurry about leaving . . . that's what this faster rail service means to you.

Extra speed plus extra comforts once for all settle the question, "How shall we go?" "COME BY RAIL" is the answer.

Through air-conditioned sleepers and De-Luxe dining-observation cars from many points to Mexico City without changing cars en-route.

Ask your travel agent to include in YOUR rail trip through Mexico a few side-trips to Mexico's colorful, fascinating byways: to Uruapan and Lake Patzcuaro, to Guadalajara and Lake Chapala, to Guanajuato, to Jalapa and Banderilla, to Oaxaca, Monte Alban and Mitla.

10c brings 7-Color Memorial Map of Mexico. Folders free.

NATIONAL RAILWAYS OF MEXICO
201-H North Wells Chicago, Ill.

Thrill to MEXICO'S *Byways*

1861 Our 75th Anniversary 1936

MASON, FENWICK & LAWRENCE
REGISTERED

Patent Lawyers

Suite 726 Woodward Bldg.
Washington, D. C., U. S. A.

Practice before the Federal Courts and the U. S. Patent Office. Chemical, electrical, air conditioning, refrigeration, radio, aeronautical and other inventions protected.

Financial Reference—Second National Bank, Washington, D. C.
TRADE-MARKS REGISTERED

ENGINEERS-ARCHITECTS-BUILDERS
YOU WANT TO SAVE ON YOUR ENGINEERING EQUIPMENT?



SEND YOUR NAME AND ADDRESS FOR VALUABLE INFORMATION ON SALE-RENT-TRADE REPAIR TRANSITS-LEVELS NEW-USED-REBUILT - TERMS - FIELD EQUIPMENT

OSWALD GRINER
"ENGINEERING INSTRUMENTS"
BLUE PRINTING-PROTOTYPES-DRAFTING ROOM SUPPLIES
920 OAK ST., KANSAS CITY, MO., U. S. A.

SPEAKERS!

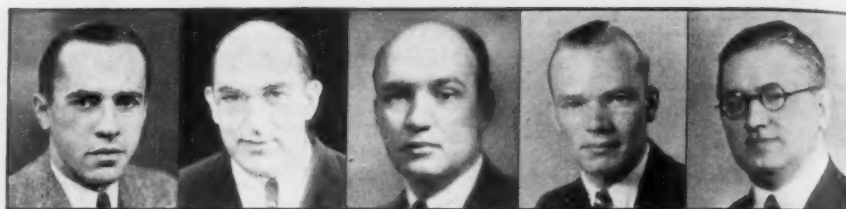
We will write your speeches. Rates as low as \$1.00 for half-hour address, depending on type of speech wanted. Information free. Strictly confidential. Write!

FREE: Ten Rules for Public Speaking.

National Reference Library
303 Schofield Bldg. Cleveland, Ohio

Minstrels *Comedy Skits & Plays*
Unique First Parts for complete show with special songs and choruses. Make-up. Costing free.
T. B. Denison & Co., 623 S. Wabash, Dept. 65, Chicago

When writing, please mention "The Rotarian"



Photos: (Robinson) Bachrach; (Moulton) Acme; (Warren) Harris & Ewing

Left to right: Contributors Owen, Spaeth, Robinson, Tompkins, Hyza.

Chats On Contributors

"MY only real talent," Channing Pollock once declared, "is for friendship," and he claims to know "more bishops and burglars, chorus girls and capitalists, bootblacks and barons than any other one man in the universe." That this American playwright is not limited to a solitary talent today's stage world and its patrons know well enough. His plays, *The Fool*, *The Enemy*, *The House Beautiful*, and others, have, beyond the mundane consideration that they have boxed millions for their producers, established him as the outstanding protagonist of the clean and decent in drama and literature. As an essayist, critic, musical comedy lyricist, and lecturer he is also quite well known. In this issue he describes *The Long Pull*.

... Two economists match arguments in the debate-of-the-month on *Dividing the Benefits of Science*. Dr. H. G. Moulton, who contends that prices should be kept low, is President of the Brookings Institution at Washington, D. C., a position he has held for eight years. His publications on economics bulk large and have established him as an authority in his field. ... Dr. George F. Warren, who posits that prosperity is associated with high wages, is Professor of Agricultural Economics and Farm Management at Cornell University, Ithaca, N. Y., from which school he took his Ph.D. some years back. Through his publications on price problems, he, too, is recognized as an authority. ... From his many offices Commander Stephen King-Hall may view in panorama Britain's *Shifting Social Scene*. Those offices: membership in the Executive Committee of the Five Years Group of the British Government; Director of the United Kingdom Provident Institution; editor of "a magazine for all who are young" called *Mine*; a popular English author and radio lecturer. He retired from the British Navy (from which he got his title) in 1929 after more than two decades of service therein.

Henry Morton Robinson, *The Female and the Specie*, is a "top-flight" American journalist contributing regularly to scores of periodicals and "coming out" now and then with a book. *Science vs. Crime* is one of his several recent books. ... Dr. Ferdinand Hyza, *Solving Problems for Vladislav*, has served, since the founding of the Czechoslovak Republic, in the Ministry of Commerce. He holds a doctor of laws degree from Charles University at Prague, where he now lives. He is Governor of the 66th Rotary District and has been a member of the Rotary Club of Prague since 1927. ... John B. Tompkins, *From City Slum to Country*, is a free-lance writer of Vancouver, Canada. ...

Judge A. J. Bracken, for several years a Nebraska Rotarian, has been a mortician for 18 years. His article in last December's *Readers Digest*, entitled *The Aftermath of Sudden Death*, was widely reprinted.

Paul P. Harris, Founder and President Emeritus of Rotary International, was born in Wisconsin, gathered higher education at the universities of Vermont, Princeton, and Iowa, graduating from the law school of the latter in 1891. During the next five years he was newspaper reporter, cattle range rider, fruit picker, marble salesman, and cattle boat hand. His law practice in Chicago, in which he is still engaged, began in 1896. How he came to found Rotary is so well known a story that it need not here be retold. ... Humphrey Owen, *So—Cover Rotary*, is a young newspaperman of Lynn, Mass., and is secretary of the Lynn chapter of the American Newspaper Guild. ... Arthur Douglass, *A New Zealand View of Rotary*, is principal of a co-educational boarding school in Wanganui, New Zealand, where he is a member of the Rotary Club. ... C. Canby Balderston, *Outwitting the Unemployment Cycle*, is Research Associate in the Industrial Research Department and Professor of Industry at the Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, Pa. ... Melodies parading under aliases or assuming false identities do not fool Sigmund Spaeth, who asserts that *It Isn't Sissy to Like Music*, for he is radio's No. 1 Tune Detective. But his fame as a writer, musician, and lecturer has long been established. The procession of events in his life which brought him the desk of music editor of *McCalls*, a position he still holds, included in part: a Ph.D. from Princeton, and music editorships of *Life* and *The Boston Transcript*. ... C. L. Cummins, *Herr Diesel Started It*, back in 1919 the chauffeur of a Columbus capitalist, was tinkering with Diesel engines in his spare time. His employer, feeling that such talent should not be lost to the world, set the young man up in business. By 1930 Author Cummins had mastered the basic high-speed Diesel problems and was ready to seek the automotive market. He is President of the Cummins Engine Company, Columbus, Ohio, and a Columbus Rotarian.

E. Leslie Pidgeon, *My Year of Presidential Service*, since his graduation from Queen's and McGill Universities has had ministries in Markham, St. Thomas, Vancouver, Winnipeg, and Montreal. Elected President of R. I. in 1917, he has since continued active in Rotary.

A Money-Making Opportunity for Men of Character

EXCLUSIVE FRANCHISE FOR
AN INVENTION EXPECTED TO REPLACE
A MULTI-MILLION-DOLLAR INDUSTRY

**Costly Work Formerly
"Sent Out" by Business Men
Now Done by Themselves
at a Fraction of the Expense**

**This is a call for men everywhere to handle
exclusive agency for one of the most
unique business inventions of the day.**

Forty years ago the horse and buggy business was supreme—today almost extinct. Twenty years ago the phonograph industry ran into many millions—today practically a relic. Only a comparatively few foresighted men saw the fortunes ahead in the automobile and the radio. Yet irresistible waves of public buying swept these men to fortune, and sent the buggy and the phonograph into the discard. So are great successes made by men able to detect the shift in public favor from one industry to another.

Now another change is taking place. An old established industry—an integral and important part of the nation's structure—in which millions of dollars change hands every year—is in thousands of cases being replaced by a truly astonishing, simple invention which does the work better—more reliably—AND AT A COST OFTEN AS LOW AS 2% OF WHAT IS ORDINARILY PAID! It has not required very long for men who have taken over the rights to this valuable invention to do a remarkable business, and show earnings which in these times are almost unheard of for the average man.

**Not a "Gadget"—
Not a "Knick-Knack"—**

**but a valuable, proved device which
has been sold successfully by business
novices as well as seasoned
veterans.**

Make no mistake—this is no novelty—no flimsy creation which the inventor hopes to put on the market. You probably have seen nothing like it yet—perhaps never dreamed of the existence of such a device—yet it has already been used by corporations of outstanding prominence—by dealers of great corporations—by their branches—by doctors, newspapers, publishers—schools—hospitals, etc., etc., and by thousands of small business men. You don't have to convince a man that he should use an electric bulb to light his office instead of a gas lamp. Nor do you have to sell the same business man the idea that some day he may need something like this invention. The need is already there—the money is usually being spent right at that very moment—and the desirability of saving the greatest part of this expense is obvious immediately.

**Some of the Savings
You Can Show**

You walk into an office and put down before your prospect a letter from a sales organization showing that they did work in their own office for \$11 which formerly could have cost them over \$200. A building supply corporation pays our man \$70, whereas the bill could have been for \$1,600! An automobile dealer pays our representative \$15, whereas the expense could have been over \$1,000. A department store has expense of \$88.60, possible cost if done outside the business being well over \$2,000. And so on. We could not possibly list all cases here. These are just a few of the many actual cases which we place in your hands to work with. Practically every line of business and every section of the country is represented by these field reports which hammer across dazzling, convincing money-saving opportunities which hardly any business man can fail to understand.

**Profits Typical of
the Young, Growing Industry**

Going into this business is not like selling something offered in every grocery, drug or department store. For instance, when you take a \$7.50 order, \$5.83 can be your share. On \$1,500 worth of business, your share can be \$1,167.00. The very least you get as your part of every dollar's worth of business you do is 67 cents—on ten dollars' worth \$6.70, on a hundred dollars' worth \$67.00—in other words two thirds of every order you get is yours. Not only on the first order—but on repeat orders—and you have the opportunity of earning an even larger percentage.

**This Business Has
Nothing to Do With
House to House Canvassing**

Nor do you have to know anything about high-pressure selling. "Selling" is unnecessary in the ordinary sense of the word. Instead of hammering away at the customer and trying to "force" a sale, you make a dignified, business-like call, leave the installation—whatever size the customer says he will accept—at our risk, let the customer sell himself after the device is in and working. This does away with the need for pressure on the customer—it eliminates the handicap of trying to get the money before the customer has really convinced himself 100%. You simply tell what you offer, showing proof of success in that customer's particular line of business. Then leave the invention without a dollar down. It starts working at once. In a few short days, the installation should actually produce enough cash money to pay for the deal, with profits above the investment coming in at the same time. You then call back, collect your money. Nothing is so convincing as our offer to let results speak for themselves without risk to the customer! While others fail to get even a hearing, our men are making sales running into the hundreds. They have received the attention of the largest firms in the country, and sold to the smallest businesses by the thousands.

EARNINGS

One man in California earned over \$1,600 per month for three months—close to \$5,000 in 90 days' time. Another writes from Delaware—"Since I have been operating (just a little less than a month of actual selling) and not the full day at that, because I have been getting organized and had to spend at least half the day in the office; counting what I have sold outright and on trial, I have made just a little in excess of one thousand dollars profit for one month." A Connecticut man writes he has made \$55.00 in a single day's time. Texas man nets over \$300 in less than a week's time. Space does not permit mentioning here more than these few random cases. However, they are sufficient to indicate that the worthwhile future in this business is coupled with immediate earnings for the right kind of man. One man with us has already made over a thousand sales on which his earnings ran from \$5 to \$60 per sale and more. A great deal of this business was repeat business. Yet he had never done anything like this before coming with us. That is the kind of opportunity this business offers. The fact that this business has attracted to it such business men as former bankers, executives of businesses—men who demand only the highest type of opportunity and income—gives a fairly good picture of the kind of business this is. Our door is open, however, to the young man looking for the right field in which to make his start and develop his future.

No Money Need Be Risked

in trying this business out. You can measure the possibilities and not be out a dollar. If you are looking for a business that is not overworked—a business that is just coming into its own—on the upgrade, instead of the downgrade—a business that offers the buyer relief from a burdensome, but unavoidable expense—a business that has a prospect practically in every office, store, or factory into which you can set foot—regardless of size—that is a necessity but does not have any price cutting to contend with as other necessities do—that because you control the sales in exclusive territory is your own business—that pays more on some individual sales than many men make in a week and sometimes in a month's time—if such a business looks as if it is worth investigating, get in touch with us at once for the rights in your territory—don't delay—because the chances are that if you do wait, someone else will have written to us in the meantime—and if it turns out that you were the better man—we'd both be sorry. So for convenience, use the coupon below—but send it right away—or wire if you wish. But do it now. Address

F. E. ARMSTRONG, President
Dept. 4002-M, Mobile, Ala.

RUSH FOR EXCLUSIVE TERRITORY PROPOSITION

F. E. ARMSTRONG, Pres., Dept. 4002-M, Mobile, Ala.
Without obligation to me, send me full information on your proposition.

Name
Street or Route
Box No.
City
State

When writing F. E. ARMSTRONG, please mention "The Rotarian" Magazine

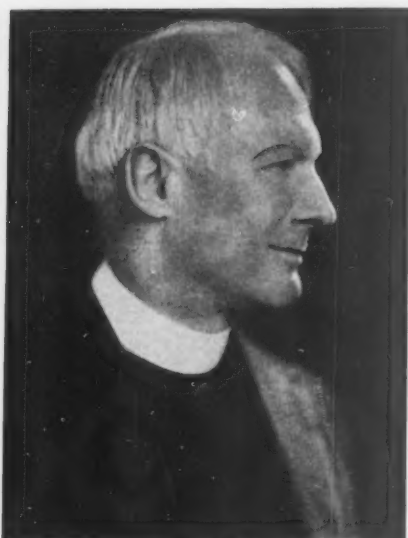


Photo: Underwood & Underwood

Abbé Ernest Dimnet, French author.

On Friendship

"Every man," says Abbé Ernest Dimnet, "ought at least once in his life to sit in a quiet nook and ask himself, 'What is friendship?'" Hundreds and thousands of writers through the centuries have tried their hand at some definition. But this popular French author-philosopher will set forth views in your December ROTARIAN that will set many a man to thinking about what makes for true friendship.

Public Ownership of Utilities?

The debate for next month brings the views of two distinguished spokesmen on a question of great and timely importance to every citizen—"Should there be Public Ownership of Utilities?" Both sides of this controversy will be impartially presented. And you are to be the judge.

What Men Want More than Security

The daily quest of men for justification of the job they are doing is a vital force—still. Employers can encourage it—and Whiting Williams, practical observer of employer-employee relations, tells how—

**In Your December
ROTARIAN**

Our Readers' Open Forum

For additional letters of comment from readers, see page 55.

'Decided to Try England'

I had an interesting reminder of the *Youth Hostel* article last week. (*To See What's Over the Hill*, April ROTARIAN.) I was rung up one evening and my maid said it was a gentleman, and I would not know him, but he would explain who he was. On going to the phone I was greeted by a Canadian voice which said, "I am one of the men who read your article in THE ROTARIAN and decided to try a holiday of that sort in England." I was going out then, so could not possibly see him, and he was anxious to leave early next morning for Edinburgh, so I told him to come to breakfast.

At an ungodly early hour next morning before I was down a young man of about 20 arrived, full of enthusiasm, and we had breakfast and a long talk. I admired the youngster's pluck; he was just out of school and starting in the Sun Life Co. of Canada in Montreal in October. He had only a few pounds in his pocket and had worked his way over on a cattle boat, and because he did that he gets a free passage back on a similar boat empty, on September 4th.

On arrival at Liverpool, he had purchased a cheap bicycle, and had toured all over the south of England, and was then to make his way north, staying each night in one of these Hostels. If the article had done no more good than to give one lad a jolly good time, and make him very much more fit for the commercial battle that he is going into, it had not been entirely without its reward.

T. D. YOUNG
Director, R. I. B. I.

Newcastle-on-Tyne, England

The Status of Iceland

As a native of Iceland, though far removed and long since, I feel I must stand up and protest the designation of Iceland as a colony of Denmark. (September ROTARIAN, *Vikings of the Soil*.)

Just to keep the record straight, may I call attention to the fact that Iceland is a kingdom, its connection with Denmark being that the two have the same king, but that it is a very serious diplomatic error to refer to it as a colony. The past and present governmental status of Iceland is very well and concisely stated as follows in the *World Almanac*:

"Iceland was an independent republic from 930 to 1263, when it joined with Norway. The two came under Danish rule in 1381. When Norway separated from Denmark in 1814, Iceland remained under Denmark. In 1918 Denmark acknowledged Iceland as a sovereign state, united with Denmark only in that the Danish king, Christian X, was also to be king of Iceland. Its permanent neutrality was guaranteed. Provisionally until 1940 Denmark has charge of its foreign affairs, and a joint committee of six reviews bills of importance to both states."

S. TH. WESTDAL, *Rotarian*
Classification: Credit Service
Williston, No. Dak.

Birds that Carry Fourth Object

The letter of Winslow Ames, in September ROTARIAN, states that "F. W. Altstaetter's letter in August ROTARIAN is very hard to answer." Can an answer be found in *Band Birds for a Hobby* in the September, 1935, issue? The blue-

winged teal from Canada to Trinidad, the tern from Maine to Africa, the tern from Lake Huron to Peru, the two herons from Lake Michigan to Cuba, carried the message of goodwill and fellowship to those countries. The persons who found those birds sent the information to the address on the bands, and the U. S. Biological Survey answered telling them the name of the bird, the place and the person who banded the bird. Surely those were acts of goodwill.

The January REVISTA ROTARIA explained the economic value of birds to all countries and how, through wonderful cooperation, Canada and the United States were sending an immense number of banded messengers of goodwill and fellowship to Central and South America, the story ending with a request for our southern Rotarian neighbors to aid that program by getting that story republished. The results were far beyond expectations, the story appearing more than 50 times in magazines and newspapers, in every country south of the U. S. . . .

WILLIAM I. LYON, *Rotarian*
Classification: Real Estate
Waukegan, Illinois.

International Understanding

Since the publication in the August ROTARIAN of a letter by Rotarian F. W. Altstaetter, in which he asked for solutions of the problem of international understanding, many letters in reply have been received. Space limitations have prevented publication of more than a few of these. The following lines are excerpted from one of the most interesting recently received, which arrived just as we were going to press:

It must be plain to every thinking man that humanity has fallen victim to forces which it created and now is powerless to resist. In the midst of plenty, millions starve; with millions in need, laws and tariff walls block distribution.

It is evident that we cannot stop to juggle with catchwords or half-measures. We must search for causes.

History and experience teach us that adversity is the surest teacher. Yet our lawmakers have failed to learn that *nothing stands alone in our world*. The prosperity of every nation depends on the prosperity of every other nation. Hence the most urgent need of every government is to bring consumption and production into due relationship.

Let us admit honestly that machinery has deprived man of one of his most sacred, vital, and natural rights—the right to toil. If man cannot be freed of enslavement to the machine, there is no hope for spiritual betterment, for voluntary cooperation between nations, for avoiding wars.

Man has omitted to learn one of the most important truths—that in this world everything is interdependent. Many forms of lower life—the fungus, the seaweed, the coral—have learned uncounted millenniums ago how to solve the problem of cooperation. Only human beings still stand puzzled before the age-old riddle of the just distribution of the results of toil.

If public opinion cannot be effectively aroused to secure a prompt remedy, there is no doubt that the entire machinery for the maintenance of peace and order must unavoidably break down altogether.

PETER P. MIRKSCH, *Rotarian*
Classification: Motor Transportation
Tientsin, China